

OCT 16 1942

OCTOBER 10, 1942



ONE DOLLAR

Sales Management

OUR HUNDRED BILLION DOLLAR INCOME— and How It's Divided by Cities and Areas



TODAY'S INCOME IN THE NATION'S 193 TRADING AREAS



HOW THE INCOME IS SPLIT BETWEEN 115 LEADING CITIES



HOW POPULATIONS HAVE SHIFTED IN 229 CITIES



PICTOGRAPHS



RANKINGS



RATIOS



The Basic Facts for Planning Today's and Tomorrow's Selling of Old and New Products Through Scientific Setting of Quotas and Advertising Appropriations.

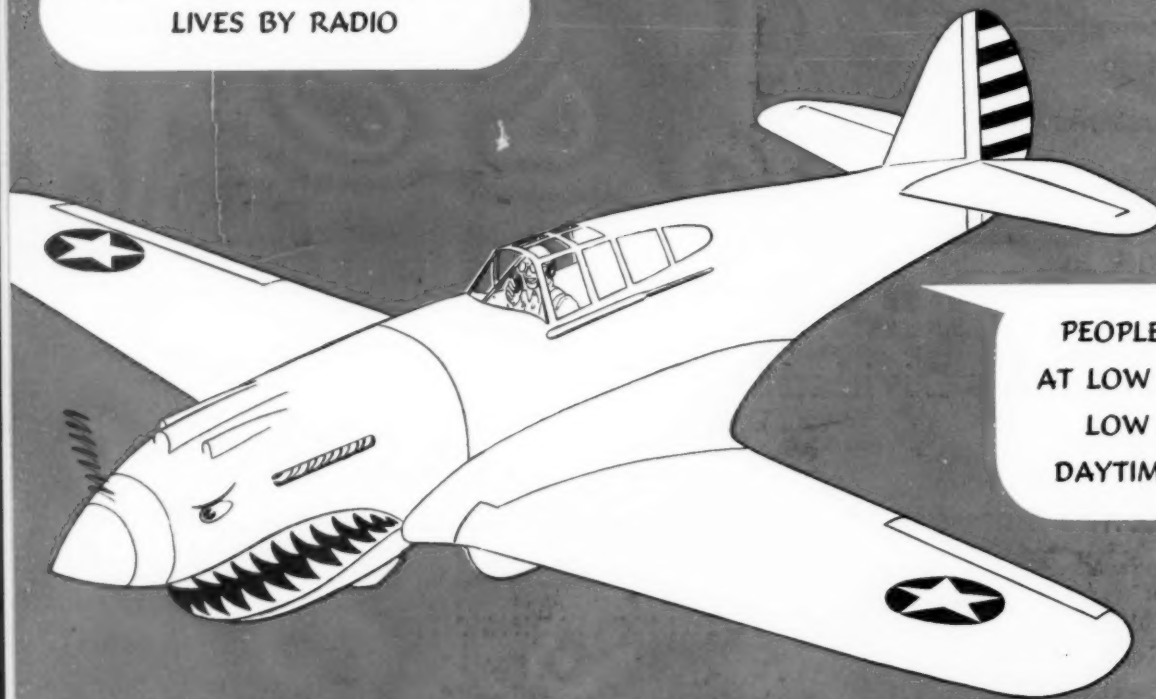
THE MAGAZINE OF MODERN MARKETING

I'VE BEEN SOLD ON USING THE
AIR TO KEEP A TERRITORY
UNDER CONTROL EVER SINCE
MY OLD BOSS BEGAN USING
THE COWLES STATIONS

SURE — THEY'VE GOT THE AIR-
POWER AND THE SELLING-
POWER THAT MAKES IT EASIER
TO REACH AN OBJECTIVE

THEY SERVE OVER 6,000,000
PEOPLE — IN A HIGH-INCOME
AREA THAT PRACTICALLY
LIVES BY RADIO

PEOPLE YOU CAN REACH
AT LOW GROUP RATES — AS
LOW AS \$61.50 FOR A
DAYTIME QUARTER-HOUR



WMT
CEDAR RAPIDS • WATERLOO
KRNT
DES MOINES

THE
COWLES
STATIONS

REPRESENTED BY
THE KATZ AGENCY

KSO
DES MOINES
WNAX
SIOUX CITY • YANKTON

You like its high flavor quota . . .

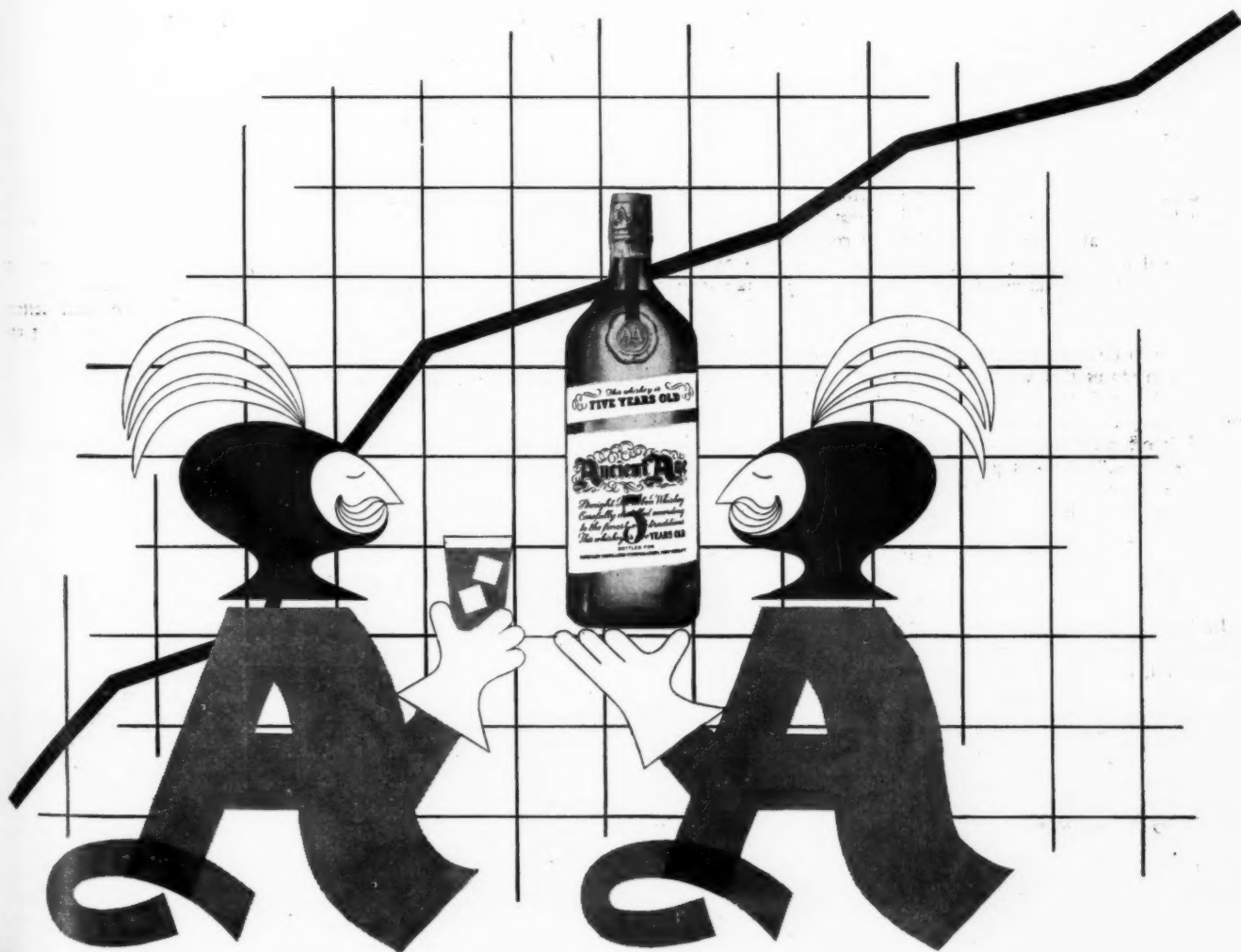
because it's **PRIME * MATURED**

Here's an easy way to slide uphill to the top of the flavor curve. Just memorize the word *prime*matured* and repeat it the next time you order a drink. What you'll get is a whiskey aged the better way . . . or, to put it another way, Ancient Age.

*Prime*matured* duplicates, scientifically, the soft, luxurious aging of those barreled whiskies placed high on the top racks of the old warehouses. Modern A.A.

warehouses *prime*mature* all Ancient Age whiskies because each floor is thermally sealed by concrete. This insures even, favorable temperatures from top to bottom...creates uniform goodness from bottle to bottle.

Plan now to get the most for your liquor dollar. Tonight enjoy the whiskey that's been breaking its own high sales quotas . . . Ancient Age, the whiskey that's *prime*matured*.



Have you tried

Ancient Age

straight or in a highball?

Kentucky Straight Bourbon Whiskey 90 Proof.

This whiskey is 5 years old. Staggs-Finch Distillers Corporation, New York City

OCTOBER 10, 1942

[1]



Want Some Poison Gas?

Things have come to a pretty pass when every well regulated home is expected to have on hand a neat little package of "Imitation Poison Gas Odors," but that's the way it is in 1942 Anno Domini.

This household package, five prettily labeled vials in a handsome red box, looks from the outside rather like a pound package of candy—or rather it *might* look so to anyone unable to read the name of the product, which is written in large black letters. It was dreamed up by Harry E. Pfaltz, of 69 Seventh Ave., New York City, an importer and blender of perfumes. As might be expected, the war put a crimp in his business. So he started a new venture, the object of which is to enable people to learn to recognize poison gas odors generally used in warfare and to teach them how to protect themselves against such gases.

The idea was borrowed by Mr. Pfaltz from Fritzsche Brothers, Inc., a large firm in the essential oil business. Fritzsche Brothers also market imitation poison gas odors, in concentrated form, for professional use. Their product, which has been approved by the Office of Civilian Defense, is intended for use in group demonstrations—preferably in some such center as Madison Square Garden or the Polo Grounds. It seemed to Mr. Pfaltz that families might like to do a little home study on the subject, but obviously not with mixtures that would smell up the house for a fortnight. So he took the Fritzsche concoctions and diluted them, had them put up in pretty bottles and boxed in attractive packages and topped it off with an illustrated booklet entitled, "Learn About Warfare Gases." In this procedure, he used his background in the perfume and cosmetic field to such good advantage that the product is actually being sold in the drug and toiletry departments of some department stores, as well as in notion sections and in the blackout departments of stores that have them. The outfit retails for about a dollar.

In diluted form, the mixtures in the bottles smell like the poison gases they simulate. They also have the colors of these gases. In their kit, from left to right, they are:



If you'd like a little harmless imitation of a gas blitz, just invite your neighbors in for a short sniffer of these imitation poison gases.

Phosgene—a colorless liquid, with the odor of musty hay or green corn.

Chlorpicrin—yellow, smelling like a combination of anise and fly paper.

Chloraceto Phenone—(tear gas)—red, smelling like fresh apples (according to Mr. Pfaltz's pamphlet, but to SM's observer it smells like a favorite cough syrup).

Lewisite—green, smelling like geraniums.

Mustard gas—reddish brown, smells like garlic, horseradish and mustard.

Each package contains a set of absorbent tabs to be dipped into the bottles and passed around for sniffing.

The product was introduced to the trade in late September and met a good reception from department stores. In New York it is on sale at Bloomingdale's, Abraham & Straus, Lewis & Conger, Hammacher, Schlemmer & Co., and Stern Bros. It is being advertised in trade journals (in the cosmetic field) and in the publication, *Civilian Defense*.

In the perfume field, Mr. Pfaltz is known as an artist, with a knowledge of psychology as well as chemistry. This opinion seems borne out by the pleasing way in which he has marketed a product that no lay person might have been expected to want to touch with a ten-foot pole, but which, by his artistry, will probably be featured as a gift item this Christmas.

"Ceco Layouts"

The 15 Campbell-Ewald (ad agency) employees now in service know darn well that the gang in the home office has them in mind. They have been hounded for their photographs (now hanging on the foyer wall of C-E's head office at Rockefeller Center, New York, with a service flag). They have been hounded for their birthday dates (Guess why? "Those who don't want alarm clocks say so.") They've been receiving cigarettes, bought with a special fund made up of small contributions from the office crowd. All 15 get personal letters from the home front each week, under a system of rotating assignments, a different member of the office force writing to a particular man in service every week.

Then there's the gossip sheet called "*Ceco Layouts*," which is sent free to the boys and sold to stay-at-homes for 10 cents a copy, the proceeds going into the kitty for the boys. It's a four-page, mimeographed fortnightly, with a red-ink cartoon of the Axis leaders being put to rout by American fighters, at the top of the first page.

"*Ceco Layouts*" is edited by Joseph A. Bond, director of publicity for the agency. It's written in a chatty vein, with news about accounts and radio programs, Hooper ratings, etc., presented on the assumption that the boys who have gone to war are still interested in and have a right to know what's cookin' in the home office. For instance, there's an item to the effect that Mr. Ewald has been in town recently . . . busy with the General Motors' radio show "Cheers From the Camps." "If any of you fellows have heard it, Mr. Richards or Mr. Dudley would appreciate your *honest* comments."

There are also personal items about new babies, vacations, promotions. There are plenty of chuckles. "Bob Nickel is busy with his new lumber account," reads one paragraph. "He's been going down to Washington regularly. Reckon that's one reason Mrs. Roosevelt warned all the Washington girls not to go out with strange men." The editor even cooks up a bit of scandal on occasion, as for instance, the news that a girl screamed during an air raid drill when lights were out. "What caused the scream no one knows. It could have been a goose, of course!"

One section of the sheet is called "Finished Art." It's a sort of Round Robin, quoting bits of letters from the boys, telling their addresses (if not confidential) and other news

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WANTED

Retail-Minded Space Buyers

A lot of markets look inviting today on the basis of employment and war production, but retail sales still provide the most accurate guide to outstanding advertising opportunities.

SALES MANAGEMENT HIGH SPOT CITIES

Issue of September 1, 1942—Indexes are based on retail sales estimates for 12 months ending October 31, compared to previous year.

	City Index	Compared to U. S.
Washington, D. C.....	122.5	107.5
MILWAUKEE	120.5	105.7
St. Louis	117.4	103.0
Cleveland	116.5	102.2
Baltimore	116.5	102.2
Philadelphia	115.1	100.9
Buffalo	114.8	100.7
Los Angeles	114.7	100.6
Chicago	113.8	99.8
San Francisco	113.3	99.4
Detroit	112.8	98.9
Pittsburgh	112.7	98.8
Boston	108.4	95.1
New York	107.5	94.3

DUN'S REVIEW REGIONAL TRADE BAROMETER

Issue of August, 1942, with index of trade activity compiled by Dr. L. H. D. Weld, director of research, McCann-Erickson, Inc., and based on the 1928-1932 average equalling 100.

	Index	Change From June, 1941
Maryland, Virginia,		
Washington, D. C.....	128.0	— 8.8
Cleveland	123.2	— 1.9
MILWAUKEE	122.4	+ 3.7
Detroit	122.1	— 6.2
San Francisco	115.4	— 5.4
Los Angeles	109.8	— 9.3
St. Louis	107.8	— 4.3
Pittsburgh	100.0	— 9.4
Chicago	98.6	—11.6
Buffalo	92.7	— 6.0
Philadelphia	89.9	—16.8
New England	89.8	— 6.6

These authoritative indices have shown Milwaukee as one of the busiest of the big retail markets every month in 1942. And here your advertising meets more than 90 per cent of the spending money of the "new rich" and all other earners in one newspaper.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

OCTOBER 10, 1942

[3]

**"Cap"
Cotton
SAYS:**



MEMPHIS

Top city in the SOUTH

IN SALES INCREASE

Gain in millions (dollars)
for the twelve months ending October
31, 1942, compared with the year
ending October 31, 1941, according
to Sales Management for September
1, 1942.

CITY	INCREASE
MEMPHIS	50.45
LOUISVILLE	39.60
BIRMINGHAM	37.90
ATLANTA	36.20
NEW ORLEANS	34.50
RICHMOND	24.75
NASHVILLE	17.40
CHARLOTTE	11.15
RALEIGH	4.60

THERE is no surer
barometer of business
than retail sales in-
crease, and Memphis is
far and away ahead of
every major Southern
city in this vital depart-
ment.

Tell 'em—and Sell 'em
over WMC, the Pioneer
Radio Station of the
Mid-South!

WMC

Memphis, Tennessee

REPRESENTED NATIONALLY

BY
THE BRANHAM CO.

5000 WATTS DAY
1000 WATTS NIGHT

NBC NETWORK

Member of
South Central Quality Network
WMC—Memphis
WJDX—Jackson, Miss.
KWKH-KTBS—Shreveport
WSMB—New Orleans
KARK—Little Rock

OWNED AND OPERATED BY
The Commercial Appeal



about them. Excerpts sound as though they had been lifted from the *Podunk Gazette*.

It's our guess that "*Ceco Layouts*" is mighty welcome to the boys who used to work at Campbell-Ewald and are now employed by Uncle Sam.

Anchors A-weigh for Girdles

To thousands of women the chief function of a stocking is not, as you might naively suspect, to cover the leg, but to anchor the girdle. One ingenious woman who likes to wear her girdle in all her waking hours and, at the same time, enjoys going bare-legged on occasion, dreamed up an idea for eating this particular kind of cake and having it too. The idea is the rayon knit "Girdle-Down," which looks like a stocking top and has an adjustable ribbon drawstring to hold it in place above the knee. The garters of a girdle may be locked into this device as they would be into the stocking top, preventing the sliding and riding up which nullifies the advantage of a foundation garment.



This is *not* cheesecake, but a good sample of the new "Girdle Down" mechanism for bare-legged lassies.

The inventor carried her idea to Munsingwear, Inc., Minneapolis manufacturer of underwear, whose vice-president in charge of sales snapped it up and had it put on the market early this year. It clicked, and stores all over the country have been promoting it at approximately 89 cents a pair.

The Girdle-Down was a natural for warm weather, when the bare-legged fad was at its height, but the Munsingwear people expect it to enjoy steady sales throughout the year, since women in defense plants will wear overalls and many housewives will wear slacks around the calendar—at least for the duration.

Fix It—Mend It

Is the little china vase that Great-Aunt Penelope bequeathed you broken into little pieces? Is the French clock, that you bought in Paris, a little on the antiquated side mechanically? How would you like Grandpa's old stickpin made into a ring? Take them all to the Save-It-Service Department at B. Altman & Co., New York, where over 250 customers beat their way daily to unload their broken belongings.

Started originally as a service for customers, the department is enjoying a flourishing business today as a result of the boom in conservation caused by the war.

The average day's run-of-the-mill business includes anything from repairing Mrs. Van Aster's 20 pairs of nylon hose, to recovering a carriage parasol which some grande dame used 50 or more years ago. Recapturing the glory of heirloom pictures, putting new fingers in a favorite pair of gloves, restoring the color to a famous pair of old urns are just everyday jobs to the versatile people in this busy department. Special new services offered since the war by the Save-It-Service include hosiery and glove repair and crockery and glassware mending.

The department has grown to such importance in the store's set-up, that in recent months, it has warranted full-page advertisements in the metropolitan papers as well as the *New Yorker* magazine.

SALES MANAGEMENT

People are funny!



"Escape...is a nahsty word!"

Every once in a while, some advertising sophisticate turns up his nose when we mention the best group of the best comic sections on earth as a very desirable medium . . . Just escapism, they say.

Oh yeah? Escape is nothing to sneer at these days. Most people wish they had more of it. They try liquor, dope, Palm Beach, deep sea fishing, raising orchids, the movies, chess . . . Ever try to sell anything to a guy playing chess?

Radio is also escape, and an advertising medium, too—if people will listen to the commercials; if not, it's just escape.

But Sunday comics are not only a means of escape, but a means of entrée as well.

Most people like the funnies. Most people are funny, anyway . . . The liking for colored comics sections is something you acquire before you're old enough to think about it. Young children just like funnies. Older people keep on liking them. The habit is hard to lose, and rarely lost.

The reading is regular, too, every Sunday,

when there's time for it. And whole family In the Metropolitan Group, the readership is 81% among men, 79% among women; and you get all the kids.

Of course, Metropolitan comics are the best comics there are. They have the largest following, highest proven popularity. They appear in the best Sunday newspapers, the papers that carry the lineage load, and get business for the department stores.

They circulate in the best markets—19 big cities and thousands of lesser cities. Their circulation is the closest thing there is to real national circulation—12,000,000! And they cover a majority of retail sales.

The space unit is big—you can say and show things in it. And four colors come with the space. The cost is very low.

Escape? . . . You can escape from a lot of sales resistance and advertising problems in this wide open and unspoiled medium . . . And you don't have to be Christopher Columbus. The pioneering has been done by somebody else! . . . Like to learn more? Call any office—soon!

Metropolitan Group

Baltimore Sun • Boston Globe • Boston Herald • Buffalo Courier-Express • Chicago Tribune • Cleveland Plain Dealer
Des Moines Register • Detroit News • Detroit Free Press • Milwaukee Journal • Minneapolis Tribune & Star Journal • New York News
New York Herald Tribune • Philadelphia Inquirer • Pittsburgh Press • Providence Journal • Rochester Democrat & Chronicle • St. Louis Globe-Democrat
St. Louis Post-Dispatch • St. Paul Pioneer Press • Springfield Union & Republican • Syracuse Post-Standard • Washington Star • Washington Post
220 East 42d St., New York • Tribune Tower, Chicago • New Center Bldg., Detroit • 155 Montgomery St., San Francisco

Sales Management

Vol. 51, No. 8

October 10, 1942

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Significant Trends

As seen by an editor of SALES MANAGEMENT for the fortnight ending October 10, 1942:

A Job for Associations

A FRIEND OF MINE up in Connecticut owns three passenger cars. When the tire problem became acute and gas was rationed in the East he felt it was his patriotic duty to jack up two of the cars and hold them until he learned whether the Government needed them.

The third car he told his family to use only for shopping and other important trips—and he would walk to work. He lives a mile and a half from the nearest public transportation system and except for an occasional lift he has been walking for the past two months.

His story seems to belong here only because of a remark he made to me the other day. He said, "I'll never go back to three cars again. I haven't walked more than was absolutely necessary for more than 20 years. I'd forgotten how good it makes you feel. I've walked off excess poundage, I'm as hard as steel, my digestion is perfect now, and I no longer have to take sleeping powders. The automobile and gas fellows will never get anywhere near as much from me in the future as they did in the past!"

There will be millions of Americans who will learn, through patriotism, or shortages, or rationing, or combinations of the three, that they can get along without—and like it.

Will their tastes and their buying desires change permanently? Of course, some will go back, when they can, to the old game of keeping up with the Joneses, but the answer seems to be an unqualified "yes" for many of them.

It's a problem with which associations—as well as individual companies—should concern themselves, for if my assumption is correct, there isn't much that companies "X" or "Y" or "Z" can do about it individually, but if they join together they may be able to keep alive the glowing spark of the old desire.

When the war is over the three primary essentials—food, clothing and shelter—will be paramount in people's minds and many a product which had relatively easy sailing before the war will have to find new prospects and also resell many of their old customers.

Needs May Not Be Desires

THE U. S. CHAMBER OF COMMERCE has just released figures on a nationwide survey of family needs within the first six months after the end of hostilities. These needs include: 900,000 electric irons, 2,100,000 automobiles, 1,500,000 mechanical refrigerators, 1,200,000 washing machines, 1,200,000 radios, 600,000 sewing machines, and bedroom and living room furniture, rugs, carpets and linoleum for 1,200,000 families.

Assuming that there will be a need for all of these materials, will there also be a consumer demand?

That depends on what manufacturers do during the period of the war to fan the desire.

Fifty-six per cent of the families interviewed by the Chamber of Commerce said that they were able to save at the present time—with 29% laying away 8% or more of their monthly income and 35% planning to have an accumulated annual saving of 10% or more. Fifty-nine per cent of the families are putting money into War Bonds and Stamps; 50% are using life insurance; 16%, savings accounts; 16%, paying off mortgages; and 10% chan-

neling their funds into other savings or investments. A surprisingly large number—19%—are saving for a specific post-war purchase.

Progressive Chamber of Commerce president, Eric A. Johnston, says that the current nation-wide survey will be kept up to date to furnish the Government and industry with facts on post-war consumer needs and potential purchasing power, together with the time and requirements for reconversion of industry to meet the demands of a renewal of peacetime production. This continuing survey should yield interesting and valuable ore.

Dorothy Exhorts

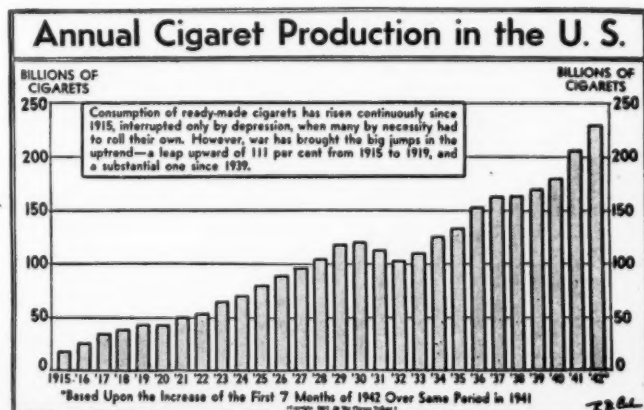
DOROTHY THOMPSON, in her September 30th "On The Record" column, has a lot to say about desires which are the results of what she calls "a generation of super-salesmanship."

While you and I will not agree with most of what Miss Thompson has to say, some of her statements are worth repeating because she does speak for a hell of a lot of people and makes an articulate presentation of beliefs which can certainly act as sales deterrents from now on.

She first makes the point that we have been "sold" a lot of false ideas, that our business economy has been based on the rapid turnover of quickly obsolescent goods to promote the heaviest bulk of sales. For a generation, she points out, we have been encouraged to buy what we don't need and throw away what is still good. Wastefulness has been promoted as though it were a moral virtue.

Miss Thompson goes on to say "The whole system of 'promotion' has created the most extravagant demands, in every field of life, and the fulfillment of those extravagant demands has been called 'The American Standard of Living.' We, therefore, have a population which thinks that without silk stockings and permanent waves love will vanish from the universe; that without an electric refrigerator, our children will get ptomaine poisoning; that unless we drink a glass of orange juice every morning, eat meat, two green vegetables, one starchy vegetable, and a dessert at least once a day and probably twice, with some vitamin pill snacks in between, we will suffer from malnutrition and be unable to fulfill normal human functions.

"The whole promotion tactic has been based on instilling fears and then suggesting remedies. Fears that our teeth will fall out; fears that our neighbors will despise us; fears



that our children will suffer; fears that no one will employ us—unless. Unless what?

"We have been systematically taught to believe that luxuries are necessities, and for the procuring of these luxuries, which we call 'a standard of living,' we have sacrificed the standards of life. And we have made our civilization anarchic, false and tawdry, cherishing success instead of achievement; publicity instead of solid fame; spending power instead of national strength and wealth; leisure instead of creative work; sports instead of exercise; color in the home instead of the home; glamour instead of love; tolerance without conviction; credulity without faith; pacifism without peace."

These excerpts will give you an idea of what a lot of people will be thinking as the war progresses.

More Facts on Salesmen's Gas

AROUND THE MIDDLE OF NOVEMBER the hardest war blow yet felt on the American home front will be delivered. Gasoline rationing will be applied on a nationwide basis and automobile driving must be reduced from its annual peacetime average of 9,000 miles per car to a wartime average of 5,000 miles—but don't figure that your salesmen can automatically get even 5,000 miles. Far

more people will be given less than 5,000 miles than are given more than that figure, and for two-thirds of all the nation's car owners this means an end to all but the most necessary driving.

A considerable number of SALES MANAGEMENT's subscribers have sent us analyses such as the one reproduced herewith and which we are using with OPA.

Decide for yourself whether you want SALES MANAGEMENT to present the facts about your gasoline driving problem, or whether you wish to present them through another source. In either case, the important thing is this: Unless you and others produce real facts, your salesmen haven't the ghost of a chance to get more than a "B" card.

A great mistake made by many companies has been to wire or write an emotional rather than a factual appeal to their Senators or Congressmen. OPA has been bombarded with requests for more gas for salesmen's cars from muddled Senators and Congressmen who don't know enough about the subject to put up an intelligent fight, and OPA, quite naturally, is getting rather fed up.

These factual presentations can be studies of what has happened to your salesmen in eastern territories (preferably this), or they can be forecasts of what will happen in other territories, such as the one presented herewith which is based upon driving in the Middle West:

Sample Analysis of Salesmen's Auto Problems

Begging letters and emotional appeals will not budge the OPA, but factual analysis such as this may secure a relaxation of the rulings covering gas for salesmen.

Salesman	Average miles per year—last five years	Percentage of miles strictly business	Percentage of miles personal	Average miles per gallon	% of miles good weather—Mar. 15 to Nov. 15—8 months	% of miles bad weather—Nov. 15 to Mar. 15—4 months	% of towns could be covered by train or bus	% of possible cut in gasoline and still make territory by car	Comments
A	16000	90%	10%	16	75%	25%	50%	33 1/3%	
B	35000	95%	5%	20	66 2/3%	33 1/3%	100%	33 1/3%	Salesman B: It would be exceedingly difficult to cover my towns by bus or train because it would take me a day and a half to reach some and two days to reach others.
C	45000	90%	10%	18	75%	25%	45%	45%	
D	48200	90%	10%	16	60%	40%	5%	15%	Salesman D: Difficult to use train or bus because towns are very small.
E	32000	90%	10%	16	60%	40%	10%	20%	
F	19799	90%	10%	14	3/3%	1/3%	75%	25%	
G	17376	95%	5%	12.5	3/3%	1/3%	75%	1/3%	
H	3000	95%	5%	15 1/2	75%	25%	5%	25%	



Thalacker

NEWS REEL

A. O. THALACKER is appointed general manager of Detroit Rex Products Co., metal cleaning firm. He joined the company in 1937 as head of the legal department. In January, 1941, he became secretary, a position he retains in addition to his new responsibility.



Chamberlain



CHARLES C. CHAMBERLAIN is named general sales manager of Jenkins Bros., Bridgeport manufacturers of valves and other products. Joining the company in 1929 as an assistant in the advertising department, he was appointed advertising manager in 1932, and publicity manager in 1941. Now he will make his headquarters at the company's general offices in New York.

BURTON F. BOWMAN is named director of a new "war supply department" by Pillsbury Flour Mills Co., Milwaukee. He has been with Pillsbury since 1933. In his new post he will "negotiate all supply contracts with the armed forces, as well as providing the needed material produced and packaged as they want it.

HERBERT E. SMITH has been elected president of U. S. Rubber Co., New York, chairman of the executive committee and a member of the finance committee. He started with the company 29 years ago, working up to vice-president, vice-chairman of the executive committee and director.



Smith

JAMES W. MURRAY joins RCA Manufacturing Co., Camden, as general manager of the commercial record division, directing all commercial activities. He has been connected with the record business both here and abroad since 1928.

EDGAR E. GUTTENBERG is promoted to advertising manager of Calvert Distillers Corp. He previously held the post of assistant advertising manager. He joined Calvert in 1936 as assistant to the sales promotion manager. Later he was put in charge of publicity.



Murray



Guttenberg



After "X" Day We Must Sell Twice As Much As Ever Before—Or Else!

Migrations to war centers, tremendous government war investments, high marriage and birth rates, the drafting of the young men—all combine to change the potentials of every market.

BY PHILIP SALISBURY

Executive Editor

PERHAPS at no time in our national history has it been possible to differentiate so clearly between business as it has existed in the recent past, and as it will be in the immediate future, and as it is likely to be after the war.

Let's skip the recent past so far as a detailed description goes, and merely tag it as the nation's business which is pictured so graphically by the Population, Retail Sales and Manufactures Censuses of 1940.

The present is outlined broadly so far as incomes and population changes are concerned in other articles and tables in this issue. The reasons for the population changes, and some of the long-range implications will be outlined later on in this analysis.

As to the distant future—after the unknown "X" day of victory has arrived—there are many basic problems other than those of people and income which are yet to be solved, with one of the most important being the future of the free enterprise system.

Meet Challenge, Or—

We shall see a challenge to American business such as it has never had before.

We shall see:

1. Vastly augmented factory productive facilities.
2. Tremendous pent-up savings and desires.
3. Millions of workers finished with fighting and war production, eager for peacetime employment.

It's the sales executives who will really be on the spot.

On their shoulders will fall the responsibility of selling enough merchandise to keep more machines and more workers busy than ever before.

If private enterprise falls down, the Government will have to take over.

Unless private industry is prepared after the war to produce and find markets for twice the amount of goods

it turned out in 1929, the private enterprise system will be handed over to the Government by default.

Warnings along those lines were given to members of the Controllers Institute of America at a September 23 meeting in Chicago by Clinton Davidson of Fiduciary Counsel, Inc.

"Private production must expand rapidly or the private enterprise system will break down," Mr. Davidson said. "I am persuaded that after this war, business will have to gamble on all or nothing, and I know that our government planners have big visions."

Four Post-War Problems

Mr. Davidson's program outlined the following four post-war problems which private business must solve:

1. Finding \$14,000,000,000 in capital to purchase the war plants being built by the Government.
2. Converting all war plants to production of civilian goods to provide employment for 20,000,000 factory workers—about twice the number employed in either 1929 or 1939.
3. Finding markets for twice the goods produced in 1929.
4. Providing annual investments for \$24,000,000,000 worth of savings by individuals, as compared with the \$10,000,000,000 provided for in 1929 and 1940.

Unless these things are accomplished by private industry after the war the Government will operate its own plants to provide employment, will regiment production and distribution of goods by private firms, and will provide public investment in public works and social programs to absorb individual savings. "Business should have a plan," Mr. Davidson said in closing. "Every business man should know it and should be explaining it everywhere he goes. Otherwise, when the war is over the New Deal plan or the plan of organized labor or the Socialist plan will be used. If

business is not ready with its plan it will lose by default."

Those are some of the things which business as a whole will have to do if the private enterprise system is to survive. It will be no great trick to dig up capital or to find productive facilities or to develop worthwhile products—but it will be a big trick to find the markets for a doubled production.

Therefore the vice-president in charge of sales, the general sales manager, the advertising manager, the principals of the advertising agency, the sellers of space and time—should be trying now to get as clear a picture as possible of the problems and the sales potentials they are going to face on and after "X" day.

Some of Today's Problems

Those who will continue to sell to the civilian population during the course of the war have other major problems, important ones being the shuffling around of the civilian population since 1940 and the withdrawal from the active civilian market of millions of young men.

As an example of the latter, take the current problem of the motion picture distributors. The calling of millions of men to the colors between the ages of 21 and 45, together with the shift of millions of workers to war industry communities, has produced such a serious dislocation in the normal motion picture audience that the industry is pondering steps to develop new potential patrons. In attempting to fill the void in the 21 to 45 male group, a campaign to make regular theatre-goers of those between 12 and 18 years and the 40 to 90 age group is being developed.

This older group has been neglected in recent years by the picture producers and those above the half century mark have been weaned away from some theatres as regular patrons.

Full realization of what inroads the war has made into the 21 to 45 male theatre group became apparent recently when different companies began getting reports of dwindling box office business in second- and third-run theatres. While the grosses in first-run theatres are away up, the neighborhood houses in the same cities have suffered. This is particularly true in New York City where thousands

have been called to the service from civilian life without any compensating war industry work to offset.

Likewise, smaller communities have felt the crippling effects of the war comparatively to a greater extent than larger cities. Non-industrial communities and rural towns not only have lost much of their male population between 21 and 45 but have been doubly hard-hit by the departure of thousands for nearby spots where they could receive the benefits of higher wages and regular employment in war plants.

Another straw in the wind which shows the effect of war economy is the current installations of the telephone companies. The September 17 issue of Domestic Commerce calls attention to a very spotty picture in the fairly typical states of Missouri and Arkansas—with 20,000 new connections of business telephones recorded during the first half of the year, an increase of 20% over connections in the 1941 corresponding period. But on the other hand some 17,700 business telephones were disconnected this year or 42% more than were disconnected in the same six months of last year.

Private Branch Phones Up

While information is not readily available as to the type of business involved, in all probability the higher level of disconnections this year reflects the effect of war economy on automobile and tire dealers, filling stations and other small service lines of business, building trades, and the professions, many of whose men have entered military service.

Yet this alarming drop is offset by an equally important factor: A very substantial increase in the number of telephones connected in private switchboards (private branch exchanges). They serve primarily the larger businesses and manufacturing industries.

Most of the growth in business telephones recorded for Missouri and Arkansas so far during 1942 occurred in St. Louis. Others of the larger exchanges, such as Kansas City, Little Rock, Pine Bluff and Hot Springs, also showed comparatively sizeable increases in business telephones this year.

Joplin and St. Joseph, where the war effort has had less affect, showed fewer business telephones in service at the end of June than at the start of the year.

Summed up, the telephone shift in two very typical states indicates: 1. A decline in small businesses; 2. Concentration in larger firms; 3. Concentration in those centers which are actively engaged in war production.

The changes in county and city

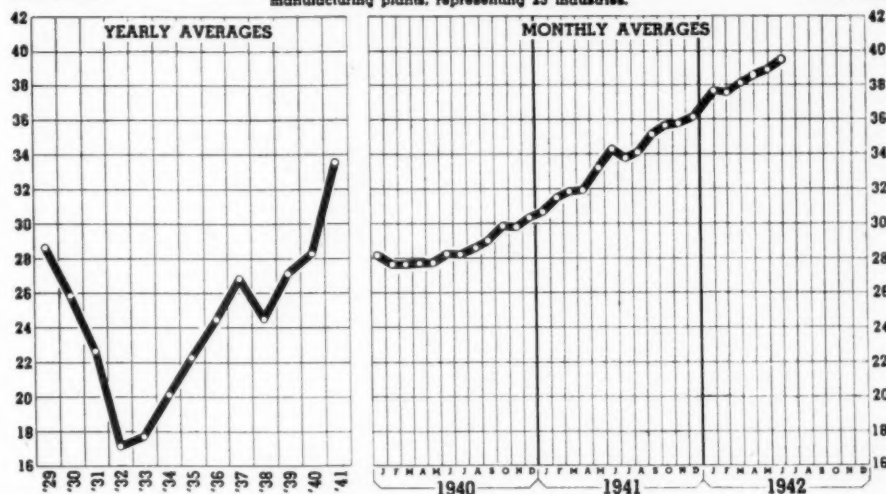
AVERAGE WEEKLY EARNINGS

OF INDUSTRIAL PLANT WAGE EARNERS

Source: National Industrial Conference Board. Current data covers 2000 manufacturing plants, representing 25 industries.

DOLLARS
PER WEEK

DOLLARS
PER WEEK



Average weekly earnings increased to \$39.53 in June from \$38.68 in May and \$34.26 in June, 1941. The current average is 40% higher than the 1929 average.

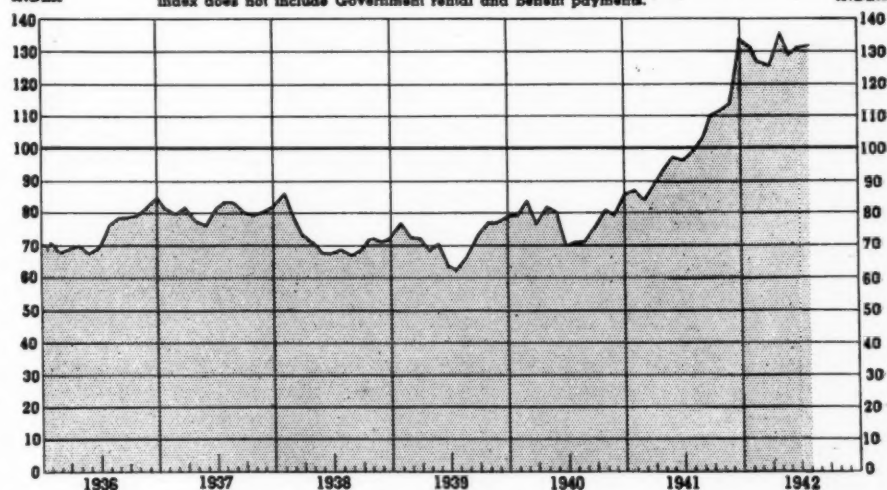
CASH INCOME FROM FARM MARKETINGS

1924-29=100 (Adjusted for seasonal variation)

Source: U. S. Bureau of Agricultural Economics. The index is based on estimates of monthly cash income received by farmers from all marketings. The index does not include Government rental and benefit payments.

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INDEX



The farmer's contribution to the war effort is just as direct as that of the factory worker and the rate of increase is just as steep. Cash income received by farmers from all marketings registered 131.5 in July; the June revised figure was 131.0 and the figure a year ago was 98.5

population which are published in this issue will help to correct the picture of the marketing map as it exists today and as it is likely to remain, with minor changes, during the balance of the war—but what will happen on and after "X" day?

Many of the migrants will return to their former places of residence, but many more will stay where they are—if they can find work. No one is in a position to predict with any pretence of certainty just what the balance will be between these two groups. Much will depend upon what American business does to readjust the new and expanded plants to

peacetime needs and then to keep the wheels turning. If we do that there will be a relatively small amount of re-migration. Some plants, such as those for making powder which have been put up in rather isolated inland spots, will be closed or torn down and the present employees will have to shift elsewhere. But there seem to be good reasons to believe that much of the shifting which has been done in the South Atlantic States, in Texas, on the Pacific coast and in the industrialized cities of the East and Middle West will prove to have been done on a relatively permanent basis.

Dr. Philip M. Hauser, Assistant

Director of the Census, is authority for the statement that there has been an apparent gain of 2,250,000 people since the 1940 census. This is twice the rate of normal growth for this period in our national history. The population growth curve has been leveling off for a number of years and experts of the Government and the life insurance companies have been predicting for some time that the country will arrive at a stationary population about 1970.

The population growth in the '20's was 17% but it fell off to 8% in the '30's. Since the date of the 1940 Census to the present the rate is roughly that of the 1920-1930 decade. What this means in terms of markets can be demonstrated in terms of the population of a big state. The difference between the growth rate in the '30's as compared with the '20's is almost exactly the same as the population of the state of Illinois—and every marketing executive knows how important this state is in the total sales potential.

Rate Will Fall

But this rate of growth which we've seen since 1940 cannot be expected to continue while the war is in progress. This will be explained in the following paragraphs.

Extraordinarily high marriage and birth rates since the taking of the 1940 census in April of last year account to a large extent for the accelerated population growth.

The marriage rate is highly sensitive to the influences of both the business cycle and war. Marriages fall off in depression years, rise sharply with the return of good business. The marriage rate (marriage per 1,000 persons) declined sharply during the depression to a low of 7.9 in 1932. It rose slowly after that date to a high of 11.2 in 1937 with economic recovery, and dropped again to 10.2 in 1938, with recessions. With renewed economic recovery and prosperity since 1939, the marriage rate rose sharply to 11.9 in 1940 and 12.6 in 1941—the latter being the highest rate ever recorded in the United States.

As Dr. Hauser points out, "It is difficult to separate the influence of general economic prosperity and the more direct influence of the war on the marriage rate in 1940 and 1941. The monthly marriage rate jumped from approximately 9.6 in May to 14.1 in June, 1940, the month in which the Selective Service Act was introduced in Congress; it dropped to 12.0 in July, and reached a peak of 14.7 in September, 1940, the

month in which the Selective Service Act was passed by Congress."

That Nine-Month Cycle

It is no great discovery that the birth rate is closely tied up with the marriage rate and that peaks in the birth rate come about nine months after the peak in the marriage rate. This has been demonstrated recently, with births reaching new high peaks in April and June of 1941—roughly nine months following the marriage peaks of 1940. The national birth rate was 18.1 (per 1,000 persons) in 1933; 19.1 in 1938 and jumped to 20.4 with the greater prosperity in 1941.

But with millions of our young men in the armed service, both the marriage and the birth rates are likely to fall. Quoting Dr. Hauser again, "The general pattern of population changes can be described in the light of the experience of the past. It may be expected that, with the increase of the armed forces in the United States and the increase in the size of our expeditionary forces, the marriage rate will drop precipitantly to a point probably well below that ever before recorded for this country.

"During the course of the war, the birth rate will drop to a new low, as will also the rate of natural increase. The rate of total population growth will, therefore, also decrease appreciably because international migration, except for troop movements, will virtually cease. Internal migration toward war production centers will undoubtedly continue until the peak in war production is reached, and may be expected to include larger proportions of negroes and perhaps of women, as labor shortages grow more acute. The flow of workers to centers of war production will increase the urban concentration of population in selected areas."

In this article and in various tables

and charts in the issue, we have tried to give a clear picture of changes in population and income and the distribution of income by city areas. We have not considered the question of *who* is getting all this record income.

The Government's most recent breakdown of national income is shown in the chart below.

The index figures in the chart are based upon the average of 1935-1939 as equalling 100. Note that as against an overall increase for July, 1942, of 69.2% (an index figure of 169.2) the salary and wage payments are up 85.6%.

Who's Getting the Discount?

Even between 1939 and 1941, there has been a 116% advance in factory payrolls. Manufacturing wages and salaries rose from \$7,325,000,000 in the first seven months of 1939 to \$15,891,000,000 in the same period of 1942, increasing from 18% to 25% of all wage and salary payments. The bulk of this increase was in the durable goods industries, where production soared to record levels under the impetus of expanding war needs. Offsetting this is the decline of nearly one-third in the relative importance of dividend and interest disbursements and Social Security and direct relief payments, (from 12.5% to 8.9% and from 4.2% to 3.0% respectively, for the first seven months of the two years of 1939 and 1941).

Entrepreneurial income (the net income of owners of unincorporated businesses, including farms) together with net rent and royalties, represented about 18% of all income payments in each of the two years.

(In preparing this analysis the author has drawn heavily on talks delivered by Dr. Philip M. Hauser, Assistant Director of the Bureau of the Census, before the Institute of the Society for Social Research and before the New York Chapter of the American Marketing Association.)

	Monthly Income Payments					
	July 1942	July 1941	1942	First 7 months 1941	1939	1929
Total income payments (in millions of dollars)	9,383	7,739	61,513	50,316	39,906	47,819
Adjusted index total (1935-39 = 100)	169.2	138.9	161.8	130.7	103.0	122.6
Salaries and wages (in millions of dollars)	6,506	5,168	42,665	34,166	25,947	30,330
Adjusted index of salaries and wages (1935-39 = 100)	185.6	147.6	173.2	138.6	104.9	122.6
Dividends and interest (in millions of dollars)	871	919	5,473	5,542	4,981	7,223
Entrepreneurial income and net rents and royalties (in millions of dollars)	1,749	1,405	11,539	8,836	7,310	9,650
Social Security benefits and direct relief (in millions of dollars)	257	247	1,836	1,772	1,668	616

Campaigns and Marketing

Bulldog Spirit

Manufacturers who argue "We have nothing to sell. Why should we advertise?" might take a look at the British Railways. Operating under blitz conditions at home, with wartime handicaps and overloading; with foreign exchange strictly controlled and virtually every pound sterling earmarked for munitions; yet the lines have maintained steady ad campaigns in this country since 1939.

Currently British Railways copy is running in 11 national magazines and travel publications. It points out, for example, that "Americans have always felt at home in Britain . . . in peacetime or in war.

"Whether they have come over, equipped with guide books, golf clubs or cameras for a quiet sojourn among Britain's peaceful hedgerow, historic landmarks and the ancestral beginnings of American ideals, laws and traditions, or whether they have come, as in 1942 with steel helmets, bayonets, tanks and bombers in defense of these very ideals, by which both nations are so closely bound together. . . Until Victory comes, British Railways continue to maintain their contact with their American friends through their General Traffic Manager, C. M. Turner. . ."

Agency: Caples Co., N. Y.

Br-r-r!

It's going to be a cold Winter, or so a number of advertisers believe. For instance, Munsingwear, Inc., Minneapolis, is running a near-record campaign on heavy underwear. Agency: Kenyon & Eckhardt, N. Y.

General Electric's air conditioning department (Newell-Emmett agency, N. Y.) issues a booklet titled "Tips on Fuel Conservation." . . . Anthracite Industries, Inc., N. Y., resumes newspaper ads after a two-year absence, to explain that in spite of the conversion of thousands of furnaces from oil to coal, the supply of anthracite will be "adequate to meet all heating requirements, provided it is equitably distributed. . ."

Changeless Oldsters

National Distillers Products Corp., N. Y., has started a series of double-page spreads in color in five national weeklies and a monthly on five of its whiskies—Old Grand-Dad, Old Taylor, Old Crow, Old Overholt, Mount Vernon.

The theme is "Changeless—in a world of change. . . (These five) are products that needn't be and *won't* be changed. . . The only thing that can change is the price, and that only when the Government adds war taxes."

Agency: Lloyd, Chester & Dillingham, N. Y.

Bausch & Lomb

For nearly two years Bausch & Lomb Optical Co., Rochester, N. Y., has run institutional copy in 40-odd scientific and technical magazines. At the start of this year the schedule was enlarged to cover 76 scientific, professional, technical, business and class magazines.

Now the company will employ full pages in seven consumer magazines with a circulation of "66,000,000 copies a year." Copy, will explain, to the public and to thousands of new employees, why optical science is a force in modern civilization. "The story of optical instruments in medicine, science, education, research and industry has never been told to the American people. B & L, as the most important factor in this field, is the logical institution to tell it."

Like many other firms whose complete facilities are now devoted to war work, B & L is attempting to insure its future by national advertising.

Ed Wolff & Associates, Rochester, is the agency.

Atlantic Beer

Atlantic Co., Atlanta brewer of ale and beer, will run quarter-pages weekly in 470 newspapers of seven southeastern states.

Shortages of metal for bottle caps, tire and gas restrictions, and the withdrawal of competing brands from many southern markets have created many advertising and distribution problems which the company will explain to old and new customers. Papers as far north as Danville, Va., as far South as Tampa and as far west as Chattanooga will carry the editorial-type copy.

Donahue & Coe, N. Y. and Atlanta agency, is in charge.

Rheem

Rheem Manufacturing Co., Washington, D. C., appoints J. Walter Thompson agency, N. Y., to handle its first major ad campaign. Two-color bleed pages will run in four national magazines and there will be occasional newspaper insertions in the company's plant cities.

Organized in 1923 on the West Coast, the company now has 13 plants in 12 U. S. cities and two in Australia. War production is devoted to steel drums, "blitz cans," Liberty ships, shells, depth charges, etc.

Magazine copy will describe how Rheem engineering and production experience enabled it to convert to war purposes quickly, and relate how its products are serving in the Army and Navy.



Trustees of Tomorrow

On the shoulders of the boys and girls of today rests the responsibility of directing the world we are now fighting to preserve for them. If their education is to be sound, their hands capable, their brains alert, their eyesight must be efficient.

Keeping the vision of America at a high performance level is the work of thousands of men, skilled in the measurement of vision, experienced in the accurate correction of visual deficiencies—

professional and technical men who have won the respect of their communities through their contributions to richer, more useful living.

Today the nation depends on Bausch & Lomb to supply the optical instruments needed to win the war—range finders, theodolites, aerial sight finders, as well as the meteorographic equipment, the camera mounting projectors, telescopes, microscopes, that speed finding

and maintain precision standards in industrial plants. Bausch & Lomb's war effort is the examination instruments, lenses and eyewear for improving human vision.

BAUSCH & LOMB
OPTICAL CO. INC. 1942-1943

AN AMERICAN INSTITUTION PHOTOGRAPHED BY THE NATIONAL OPTICAL SOCIETY AND THE NATIONAL OPTICAL SOCIETY OF AMERICA



Gals Make Good as Tide Water Gas Service Station Attendants

They're not afraid of getting grease on their hands, they're better "housekeepers," and more careful with records and paper work. Too, the skeptical public has found that they know their stuff. Has war depleted your male staff? Then here's a valuable lesson on hiring and training feminine replacements.

Based on an interview with
WALTER BRUNN

*Manager of Service Stations, Tide Water Associated Oil Co.,
San Francisco*

WOMEN attendants at a gasoline service station? The public would have no confidence in them. That was the attitude feared by Tide Water Associated officials when they began to employ women ten months ago. Today this fear has vanished. The company and the public are satisfied that women can give as good service as men.

The proportion of women to men in stations operated by Associated is 75 to 25. In leased stations the proportion is the other way around, 25 women to 75 men—but women are gaining there, too.

Why have women attendants been able to overcome distrust of their knowledge and efficiency? They have had to sell themselves as well as Associated's goods and services. The an-

swer is largely in the choice and training of these first filling station "jills." Explains Walter Brunn, manager of service stations:

"We employed our first girls last January and early February. Of the first group of 100, we still have 80 left, and the classifications of most have been raised. At present, we have about 160 employed or in training.

"It is still too early to make definite statements concerning either results or our own methods, but if it will help sales managers or others in industry with a sales labor problem, I am glad to offer some of our conclusions to date, and discuss our training experiences.

"In the beginning we made some mistakes, and we learned a lot by trial and error. For instance, we thought at the start that we needed physically

strong, husky types. This is not so. We believe it is better to choose those who are light on their feet. We are careful to find women whose feet do not bother them. The slighter women tire less quickly. The heavier ones cannot take being on their feet all day and are usually played out after five or six hours. We consider the ideal type to be a girl or woman around five feet two inches, weighing not over 120 pounds. The experience of the aircraft factories has been similar.

"Our preferred age range is between 25 and 35. We take none younger than 23 and are glad to employ women up to 40. Married women are preferred for a number of reasons: Stability, family responsibilities, experience in handling people. We like certain educational requirements—at least high school graduation—but with the present labor market, we cannot be too exacting. We definitely avoid the 'car-hop types' and glamour girls.

"Naturally, if we can get women with a mechanical sense or aptitude, we prefer them, but such women are apt to go into skilled occupations in the defense plants. Our reason for preferring women over 25 is that they are young enough to be attractive and active, but have passed the self-conscious age of younger girls, are less worried by a little grease on their hands or a slightly mussed hairdo.

"An important point: Where we

SALES MANAGEMENT



At far left, the lubrication class learns how to do it and how to sell in a training course that's thorough. The women are carefully picked and trained (at their own request) by men. And the girls on your immediate left typify all those now working at Tide Water Associated stations. They prove that glamour girls and "car-hop" types are not wanted, and their records thus far prove they are as efficient as men. The company is pleased with its pioneering.

advertise for women for our service station work, we specify no previous business experience. This may seem like an odd requirement considering the amount of record keeping and paper work required, but we find that if we take women who have not been in the business field—that is, not employed in clerical jobs—they are easier to train in our ways. Some of those—including a lot of Navy wives—who are earning their first dollar, are eager to please and turn out to be fine employees.

Training Staff Increased

"Prior to the war, there were a great many men available for service station work who did not need much formal training, and many who even had the necessary experience. All the women we take on must be trained. Formerly, for the men, we had three traveling instructors and instruction of new men was handled largely by the regular supervisory force. Now we have ten full-time instructors.

"The girls are not put on any actual work until they have had a week of preliminary instruction. This is done at the larger stations, which we now call training stations.

"They have much business and a great many customers. At present, there are about half a dozen of these training stations in San Francisco, Los Angeles, Oakland, and Fresno. We hope to add others later. Each of these has from one to three instructors. It is worth mentioning that, if at all possible, it is better to have male instructors for teaching women. There was some debate on this point in the beginning. To settle the question, we

took a census of our own feminine personnel. They were almost unanimous in saying they would prefer to be taught by men. However, we do have some women instructors and find them good.

"We have a trial period for each new girl of about two weeks. Of those we choose to put to work on this test basis, we are keeping about 90%. I do not hesitate to say that if we had a larger market from which to pick, this figure might be lower, but it is becoming increasingly difficult to get and keep women with the present competition for their services in all sorts of industries.

"After the preliminary work at the training station, the girls who show sufficient skill are then given ten days in lubrication training—the most important mechanical part of the job, especially under current conditions. This instruction is done in well organized classes. We do not attempt to do this training in the station. The classroom is equipped with all necessary paraphernalia and the girls get theoretical, practical and demonstration work." Inculcation of the sales approach, sales policies, etc., is of course the same as that given to the men.

"We hesitated at first to make station managers out of the women; that is no longer the case. We already have a large number of stations wholly staffed by women."

Each Associated service station has in its office a portfolio of instruction booklets on Associated service, sales approach and policies, customer handling, appearance and attitude of the sales attendant. These booklets comprise a series and in the words of the preface to the first one—"each book is

the story of a film, and each film is the story of a conference. And each of those conferences is a story too—a story of Associated Dealers wherever you may be, with common problems, common ambitions and the common desire to improve yourselves by the accumulation and the sharing of tested ideas."

A new addition to this series, the first since women joined the Associated family, will carry on the cover a photograph of a male and female Associated attendant with the headline "Associated in Service." This booklet will embrace all points of work and service altered by the introduction of women, as well as "selling" the women attendants to themselves and their fellow workers.

Diplomacy Needed

Newly added women are, of course, encouraged, as the men were, to read and digest the tried and practical information included in these booklets, which are part of the later training.

The introduction of women makes necessary the introduction of a number of instruction points not in question where only men were employed. For instance, the handling of the male flirt. In the beginning, this, like consumer skepticism of women in relation to car servicing, was regarded as one of the hazards of the experiment. How was a girl to handle the male who considered himself the answer to every woman's prayer?

The choice of married women wherever possible was the first attempt to meet this problem, since they would know better how to handle men of this type tactfully.

"We approach this potential problem frankly in our preliminary training," says Mr. Brunn. "We make it clear that the girls are not on the job as entertainers; that we expect them, when such individuals turn up, to meet them pleasantly, not to be abrupt, but once their job with the car is done, to go about their business. Handled in this way, any self-styled Don Juan is not likely to be persistent, and if the girl is tactful he will not drive off in a huff either. I am pleased to say we have had absolutely no trouble on this score, largely owing to the attitude of the girls themselves."

Use of heavy make-up, bright lipstick, mascara and eye shadow, or bleached and hennaed hair, is discouraged, as is the display of hair ornaments and jewelry. Wedding rings and wrist watches are permissible.

Salary Plus Commission

The girls receive salary and commission, the company supplies uniforms and is responsible for laundering. Compensation varies according to the accepted schedules in different marketing areas. (For instance, wage scales are lower in Southern California than in Northern California and the Pacific Northwest). Generally speaking, the base salary is \$110 a month. In addition, girls will earn about \$20 a month in commissions. As they become station managers, the base pay may range from \$138 to \$170 a month. The latter are subject to the same commission rates as beginners.

Associated's commission policy is elaborate in theory, but simple in application. Commissions are paid to the station as a whole, not to any individuals working at the station. The lump sum is divided in accordance with the number of hours the employee works. The manager receives no more commission than the beginner. Commission rates vary depending on the class of service and the product sold.

Hours of work vary according to state laws. In Oregon and Washington women work 44 hours a week, in California 48 hours. There is no pay differential. Employee benefits are the same as for other Associated workers: After one year of service, a week's vacation with pay; after two years, two weeks; membership in the company's hospital plan; a certain amount of life insurance after six months' employment, with privilege of buying more under group rates.

The uniform supplied the girls was carefully designed for practicality and attractiveness. It is a four-piece outfit consisting of washed denim blue slacks, well-tailored for fit, a jacket of the same material, a white poplin

blouse and a blue cap. Cap, blouse and jacket carry the Associated Flying A insignia. Originally, two or three of the uniforms were supplied to each girl. This has been increased to four because of laundry problems owing to decreased deliveries and the desire to have the girls look their best at all times.

"This is essential to Associated policy, and we find the girls' own attitude and quality of work is to some extent dependent on the way they look. We chose the three-piece slack suit in preference to overalls and blouse as the most comfortable and practical for our varying climatic conditions. The heavy overalls would be unbearable in some parts of California. The jacket—long enough for trimness, but cut to allow free movements—can be put on or off as temperature dictates.

"I believe it is still too soon to make any categorical statements concerning the results of our experience with women for this work, but naturally we have made some observations and tentative conclusions. The women have some advantages the men did not have. Their 'housekeeping' is definitely better. (One of Associated's big station-selling points in advertising to the public is its 'Certified Clean' rest rooms.) We also find they do their paper work better than the men, keeping the very important records, daily sales reports, etc., neatly and

accurately. Frankly, we have more difficulty in the initial training in this work, but once the girls learn, they are far more accurate, there is less attempt to compromise, and they take more pains than the men."

They have also taken well to sales displays, window display set-ups, general good appearance of the stations, merchandising and selling. That they are thorough at the routine windshield and window washing goes without saying.

"In the beginning," says Mr. Brunn, "I made a point of driving into the various stations at which new girls were employed. They did not know me, of course. I was just a customer. I was well pleased with the reception and service I was given.

"What are the disadvantages in employing women?

Skeptics, Sticklers Approve

The main one has been overcome—the attitude of the public, objections by customers to having women check their batteries and pump up their tires. We no longer have this trouble. The chief remaining disadvantage is the length of time it takes to train the girls, and to foster mechanical skill.

"Another difficulty has proved to be the women's desires with respect to where and when they will work. As I mentioned, we are eager to have married women. But these family women very often refuse to work too far away from their homes. We have had women leave simply because it takes them an hour to get from home to job. Most women object to working on Sundays, regardless of time off during the week, wanting, of course, to be with their families.

"Nevertheless, I am convinced we are doing the right thing in training and employing women. It is definitely our policy to continue it. For one thing, the class of women we can get now is superior to the men we could hope to attract."

Women service station attendants are now successfully at work at Associated stations in California, Washington and Oregon. In Nevada and Arizona which are also in Associated sales area, women have not yet been employed, but, says Mr. Brunn, "we would not hesitate to add them in these other states as the need arises."

Other oil companies in the far West, at first highly critical of the experiment, are now adding women to their station sales staffs. "We were fortunate to be the first large company to take on women for this work," says Mr. Brunn, "for we acquired many women that our competitors would now be glad to have."



Research for Post-War Planning: A Practical Five-Point Program

Day-by-day research, begun now and carried on continuously, will chart those "sudden" changes—which actually are of slow growth. Stop guessing and gather the facts.

Based on an interview with

DR. LYNDON O. BROWN

Vice-President in Charge of Marketing, Media and Research, Lord & Thomas, and Professor of Marketing, Northwestern University

"FEW things happen with crashing suddenness—even in wartime. Sometimes they seem to, but look carefully and you'll almost always find their roots deep down. What appears in merchandising, for example, to be a quick success probably is a climax of years of preparation and action."

The speaker is Dr. Lyndon O. Brown, vice-president in charge of research, Lord & Thomas, Chicago. He says:

"Quit trying to *guess* when the war will end. That's a bear trap. Nobody knows anything about it. It may be a long distance off. So there's just one thing to do—adopt a positive point of view based on these two principles:

Research or Talk?

"1.—Post-war conditions will be those that develop, day-by-day, as the war progresses.

"2.—Practical day-by-day research from now on is the only way to be prepared for changes.

"Don't assume that there will be some new and unpredictable kind of post-war economy where all the old rules will be thrown overboard. In wartime we over-emphasize the changes; but people, the dominant market concentrations, and the basic principles of marketing and advertising will survive."

Dr. Brown believes that the time has come, in nine cases out of ten, to fire that committee appointed when the first blush of post-war planning hit your organization. What have they accomplished? Quit those dramatics of sitting around with your associates and talking about what's going to happen—especially at luncheon meetings. Why generalities? They only lull you to sleep.

Here's one suggestion if you want

to be doing something. Check up on your competitors' production facilities. What of the new plants they're building with government support? What of wartime plants that are being expanded which, when peace returns, can convert and become new competitors?

"I mentioned that post-war conditions will be those that develop as the war progresses," continues Dr. Brown. "That's true because people, markets and distribution always, in spite of everything, change slowly. Self-service and the growth of super-markets in the food field, most of us think, was a sudden change.

"Look at the record, however, and you'll find that they both began slowly and developed in an orderly pattern. What was happening was an open book to those who were using research during that period, watching them, and analyzing their growth. The best example of this principle is, perhaps, how slowly changes in marketing have come since we went into the war—in spite of the fact that every pressure possible is being exerted to change over to a wartime economy as speedily as possible.

Private vs. Co-op Research

"Research, to be effective, must be private research. You can do your own research and find the answers that will fit your own specialized case while your competitor is sitting around, talking and theorizing, and waiting for government reports and generalities. Cooperative research is like asking an outsider to look at your watch and tell you what time it is.

"You don't have to go groping around for new methods or techniques. The research needed is essentially the same in fundamental form as that developed and used before the war."

What we so glibly refer to as post-



Dr. Lyndon O. Brown

war planning, Dr. Brown points out, is filled with pitfalls. It is too likely to be mere conversation. It's likely to assay too high in mere guessing. Everyone guesses what's going to happen but few agree, is the way he puts it.

Dr. Brown summarizes several forms of proved research to use now as follows:

1—*Product Studies*. The manufacturers who will sit in the driver's seat in the matter of their products, after the war, are those who right now—and every day until the war ends—keep checking and changing their products to meet the changing conditions; but always keeping in mind the standard of what is most acceptable to consumers in wartime.

2—*Geographic Market Analysis*. It is more important than ever before to follow changing markets, but not on a will-o'-the-wisp basis that will mislead you because of war production changes. Illustration, San Diego is a limelighted hot-spot market, yet the increase in Los Angeles is greater than San Diego's total plus increase. Post-war markets are being made today and the manufacturer who follows them from month to month until the war ends, no matter how long it lasts, will be on top of the heap.

(Note—The manufacturer must do two things, (a) Know exactly what each market is worth so he can cultivate it according to its sales-value and



"I used to howl bloody murder about my territory in Kansas!"



(b) make every possible effort to allocate products, sales effort and advertising *during the war* so that he will be *established* at the war's end.)

3—*Distribution Analysis*. Here the physical factor is so important that the distribution picture, after the war, will certainly be the one built during the war. You can't pick up stores, buildings, shops, etc., like a deck of cards and re-deal them to your liking. Some day, of course, motor cars will be made again, building materials will be released and peace will bring changing populations again. Such things will mean current changes. However, the company that has the right policy at the end of the war, and modifies during the first year of peace, will be in a superior position. To be right at the end of the war you must be right during the war. Constant research can do that sort of job.

4—*Consumer Surveys*. When peace comes no trumpet will blow to usher in some new race of people. There will be some change but it will be a gradual one. It's starting now with a cross-section of the populace working on swing-shifts. At the war's end there will be people with vastly changed habits—but they will be formed gradually *during the war*. The

only way to know about these changing habits is to follow their growth through regular consumer surveys.

5—*Feinting for Position*. All around us, now and as long as the war lasts, we will find companies that think straight, changing their marketing and advertising methods to meet the conditions of today and tomorrow. A manufacturer may not be able to make big profits or greatly increase his sales curve, but anyone can put up a fight for *position*, even in wartime. Anyone can strive for leadership in his industry; can be building and preparing a springboard to gain dominance in the post-war market. That can't be done by talking, dreaming and waiting. It must be built today on the foundation of research today.

"Somehow I'm not exactly satisfied with the word *planning*," comments Dr. Brown. "I'd like to see the phrase post-war planning dropped and post-war *preparation* substituted. Planning may be merely thinking. Preparation means doing something. It is taking plans out of the dream stage.

"When General Motors goes to work to produce a new model it doesn't do it with conversation, dreaming or speeches. The foundation is re-

search on its old product. It produces blueprints, models, mock-ups and then, finally, a hand-made model.

"Remember when Ford converted from his old Model T to Model A? Recall that it took him a year to make the change-over and get into production? Remember what some people thought we could do when we started to prepare for war?

"Far too few of us realized the tooling-up job we had before us even as late as Pearl Harbor. They seemed to think we could start turning out tanks, planes, etc., overnight.

"A large soap manufacturer not long ago launched a new soap. The public heard of it overnight. What the public didn't know was that a three-year job had been done; laboratory work, preparation for manufacture; plotting the sales job.

Post-War Strategy

"In the years following the war there will be some companies, obscure now, that will loom as leaders. There are also some others, leaders now, that will fall from leadership.

"Suppose, for an example, a manufacturer is looking forward to the peacetime marketing of a food product. How far better will this peacetime business be if he goes ahead now, while the war is on, to get his item established in the key food outlets of the nation.

"We are surely in a state of evolution right now. Things are happening in the sales field. If you go ahead merely guessing, and guess wrong, you're stuck. If you guess right and keep your guess on paper—you're still stuck. If you keep *building* now you are fairly sure to be right.

"You can't push a button suddenly some day and have 300 trained specialty salesmen walk into your office. You can't push a button and have the public accept your product. You can't push a button and have a fully developed sales campaign or advertising campaign bob up. You can't push another button and have distribution in the thousands of outlets all over the United States that is a first requirement of success for the national advertiser.

"Forward looking advertising agencies are *now* making close and exhaustive studies of media; of merchandising; of copy. How are we going to do it? Not by sitting, not by guessing, not by twiddling our thumbs. Good research is keeping the scouts out. That's strategic offense as well as defense in business, just as it is in battle.

Our Hundred Billion Dollar Income— and How It's Divided by Cities and Areas

An interim supplement to the April 10 Survey of Buying Power, bringing Effective Buying Income estimates up to September 30, 1942, together with current population estimates for 229 major cities.

EVER since 1929, SALES MANAGEMENT has been making original, exclusive estimates of Effective Buying Income, and has been the only source of information on the breakdown of income by county and city divisions. Never in the 13-year history of these income estimates has the demand for current, up-to-date figures been as great as it has been during this Summer and early Fall.

Several reasons doubtless account for this acceleration of interest. One is the widespread feeling that Pearl Harbor marks the greatest change ever in the nation's economy, and that pre-Pearl Harbor market statistics may be misleading or, at the best, highly questionable in value. Another is the general knowledge that the nation's income is reaching new all-time highs, but just *where* is it being distributed, *who* is getting the largest increases?

Then, as everyone knows, the shift in emphasis from making civilian goods to making war goods, has

brought about very considerable shifts in population, with consequent changes in the value and potentials of specific city markets.

Still another reason is the declining value of past retail sales as an indicator of what can be sold today and tomorrow. The operations of product shortages, rationing, concentrated or "nucleus" manufacturing, transportation bottlenecks, rubber and gas restrictions—all of these tend to make figures of past or current consumption of highly questionable value in market planning.

Cash Dollars the Best Index

Even in normal times, Retail Sales are only a measure of what the market *has* absorbed. Income tells what it *might* absorb.

Actual values, either for an industry or an individual company, may be low in a given market for a variety of reasons—a poor salesman, lack of enough or the right kind of adver-

tising, and the like. Every sales manager has examples illustrating the fact that a good salesman in a poor territory usually turns in more than a poor salesman in a good territory.

But no salesman, no advertising campaign, no matter how good he or it may be, ever sells and delivers more than the territory can lay across the line in hard dollars.

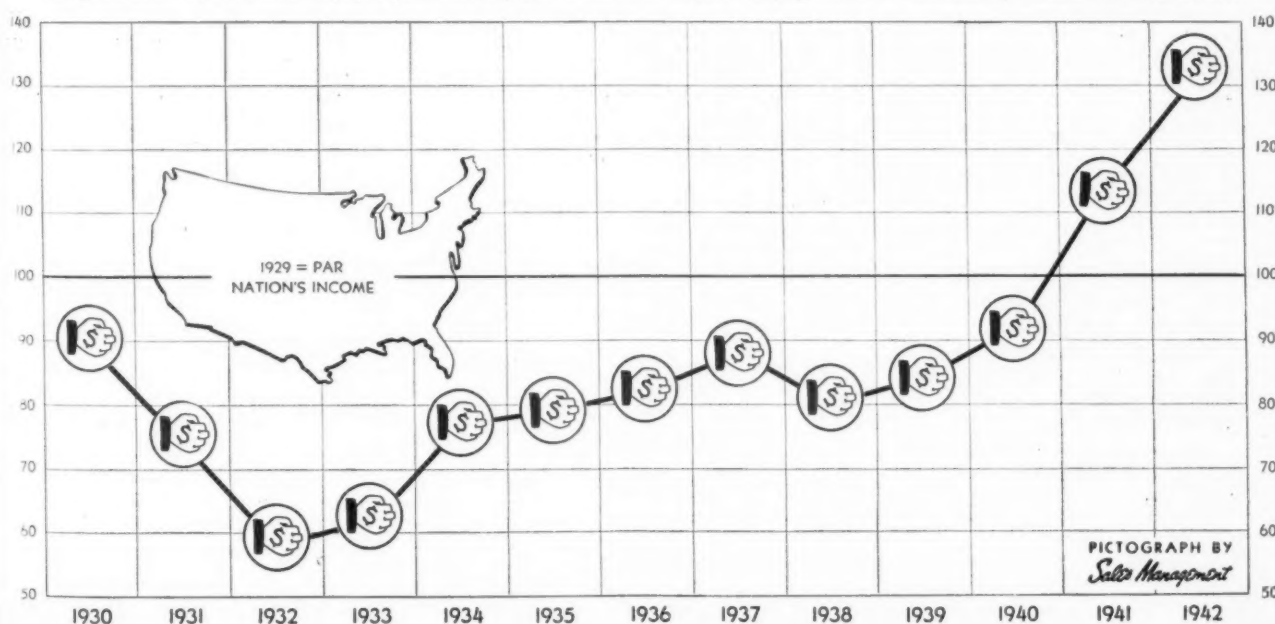
Therefore, in figuring potentials, Income always is more reliable than Retail Sales because it gets farthest away from the always-variable human equations. In a war economy, with the normal Retail Sales picture hopelessly distorted, Income's value as a barometer is further enhanced.

Today most of us are unable to buy many of the things we would like to buy. They aren't being made, or they aren't being sold except on a severely rationed basis. But with this stifled consumer buying comes vastly increased *ability* to buy, ability in the form of an increased spread between total Effective Buying Income and total Retail Sales.

Into War Bonds, into savings banks, into payment of mortgages and installment contracts are going billions of dollars which will largely come back to the sales market when restrictions on buying are removed.

FOURTEEN YEARS OF NATIONAL INCOME

Taking the nation's 1929 income as par, 100, here are the ups and downs in Effective Buying Income as estimated by SALES MANAGEMENT



Therefore, the marketing executive of any kind of product should be adjusting his sights so that he aims at those districts where Income (and savings) are greatest and/or increasing most rapidly.

If he has something to sell *today*, he will find those areas most responsive, and productive of sales at the lowest selling cost.

If he is thinking largely in terms of *tomorrow's* selling, he should figure that those areas where income—over and above the subsistence level—is increasing most rapidly, are likely to be the areas where savings during the

war period will mushroom, where there will be the greatest concentration of pent-up desires which will coincide with the necessary pent-up Income.

Violent Changes Are Over

But, one may ask, "with all these changes going on, when will market data become stabilized? Aren't similar changes going to take place in the next 12 or 24 months which will be just as sweeping as those which have taken place during the past year?"

A reasonable question—and no one can be sure, *precisely*, of the answer.

However, the signs clearly point to a relative degree of stabilization from this point on. Income probably will increase, civilian-goods sales (in total) decrease as long as the war lasts. But from here on the changes are likely to be both less abrupt and more uniform than since Lend-Lease and especially since Pearl Harbor.

Most plants are converted that are going to be converted, most of the new plants have been built, most of the important population shifts are now history.

Therefore, it seems reasonable to believe that planning can be conducted with more than reasonable expectations that it is possible today—now—to spot those markets which are going to be most responsive during the rest of this year and through 1943, and the ones where lie the greatest potentials for post-war selling. There will be further changes, of course, but we believe it is possible to get a reasonably clear perspective of at least the broad outlines of the best market areas.

"I understand you're interested in the Catskills"



AND well you might be, podner. My name's Van Winkle and I've been around long enough to know a few things about them hills and the surroundin' territory. Here are a few items:

There's a radio station up there called WGY. It's important because it has advantages you can't afford to overlook. It's the *most powerful station* up that way; it has the *lowest frequency*; it's the outlet for the programs of the *most popular network*—NBC; it has the *longest record of service*.

That station reaches 44 counties, including 2,463,932 people. Some 609,550 of the homes are radio-equipped.

Of these, 84,404 are farm homes. WGY has been originating its own farm programs for 17 years, addressing them specifically to farmers in that region, gaining the loyalty of an audience whose

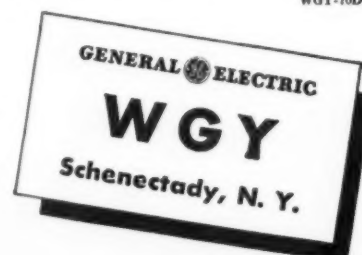
income has skyrocketed 44 per cent in the past two years.

WGY carries booming into eleven cities of more than 25,000 people—Albany, Troy, Schenectady, Utica, Pittsfield, Binghamton, Poughkeepsie, Kingston, Rome, Amsterdam, and Burlington.

These cities are busy. Take the Schenectady trading area, for instance. It has an 18 per cent greater buying power than the U.S. average. Though it's only 41st in population, it's 24th in income.

Podner, I'm telling you: There's gold in that Catskill country.

WGY-70D



Only Death and Taxes

Uncertainties there are aplenty. No one knows how long the war will last—we can't even be *sure* of a United Nations victory, but when were we ever sure of anything save death and taxes? Certainly no one is going to argue that sales planning and market research should be dropped until the last soldier has surrendered and the last signature is on the peace treaty.

Really alert sales organizations are proceeding on the basis that they will be in business when the war is over, and that they would be hopeless tail-enders if they weren't prepared with a plan—perhaps several alternative plans—for capturing peacetime markets QUICKLY.

Certainly such organizations as General Electric, International Nickel, Owens-Illinois, Kendall Mills, Westinghouse, Goodrich, Vick Chemical, Republic Steel, du Pont, Armstrong Cork—to mention just a few—aren't going to be caught napping.

They are studying the changes in income population, consumer preferences, transportation, dealer organizations and the like.

They are planning extensive changes in their lines of products, in dealer set-ups, in discounts and other sales policies, in their branch divisions, warehousing, the setting up of new manufacturing plants, etc.

In solving all of these problems of today's and tomorrow's selling, the Gold Dust Twins of Opportunity are:

1. PEOPLE
2. INCOME

SALES MANAGEMENT

This study of Income doesn't pretend to give *all* of the answers. Other data books, particularly those of the Bureau of the Census and SALES MANAGEMENT'S Survey of Buying Power, should be used in conjunction with it.

This study doesn't attempt, for example, to define the *kind* of people within a given city or trading area, such as the number of farmers or factory workers who are the greatest beneficiaries of the income increase. But there are other sources for this information which, although not uniformly up-to-date, must be used if the sales or advertising appeal is to be refined down to its possible effect upon classes. This study doesn't break the people down into newspaper or magazine readers or radio listeners, but, again, there are other sources for this vital information, and it can be applied *with* the all-important and exclusive Effective Buying Income estimates given here.

Source Materials

The breakdown of Effective Buying Income in this issue is by city-areas, and by largest cities. Annually, in April 10 Survey of Buying Power issues, Income is refined down to all counties and some 1,500 cities.

Here, in this issue, the breakdown is broader, with the entire U. S. A. split into 193 marketing areas as defined by Batten, Barton, Durstine & Osborn. Their delineation is unbiased and may be described as areas which are major-retail or minor-wholesale centers of influence. Naturally they will not fit every product or every sales organization, but they may be re-combined to fit varying needs.

For the county-by-county set-up of each area—and maps—consult the April 10 Survey of Buying Power.

Within most of the areas are other important trading centers which may deserve special attention, but the BBDO major cities are those where appreciable and measurable advertising and dealer influence extend out into the farthest county.

These major-retail areas provide a realistic base for setting both sales quotas and advertising appropriations, for barring for a moment the uneven working of the human equation as evidenced by salesmen, the percentage of Income in these areas should tally very closely with percentage of Sales.

That isn't always true within the confines of a city. If it draws trade from a wide radius its percentage of Retail Sales may be considerably higher than its percentage of Income. Conversely, the tributary centers will be higher in Income than in Sales.

OCTOBER 10, 1942



NEBRASKA'S

more than the
"White Spot" NOW!

It's still America's "White Spot" . . . tax-lessly speaking . . . but now Nebraska is the nation's most improved major Farm Market and a leading War plant area as well!

Could you ask for more . . . especially when one medium with one low cost covers nearly every other family in this market of a million and a half? Enlist the Omaha World-Herald for the duration as your sales medium in the Nebraska Market!

Farm Income up 56%

\$189,529,000 for the first 6 months of 1942 . . . up 56% over 1941; a 222 million bushel Corn crop—value \$170 million; per farm income for 6 months—\$1,562—\$600 above the national average!

Employment up 10%

Payrolls up 33%! Non-agricultural employment in Nebraska during May was 225,000 . . . up 18,000 from May '41. That's what War plants mean to Nebraska with the peak still to come!

Buying Income up 20%

For confirmation and further figures check the Omaha trading area section of this issue. \$739,974,000 is a lot of buying income! For the week ending Sept. 5, Bank clearings had increased 40%—debits 29% in Omaha.

For more late figures on the best Nebraska Market in 10 years as well as an idea of how your campaign can be thoroughly merchandised write or wire

OMAHA AND ALL NEBRASKA'S

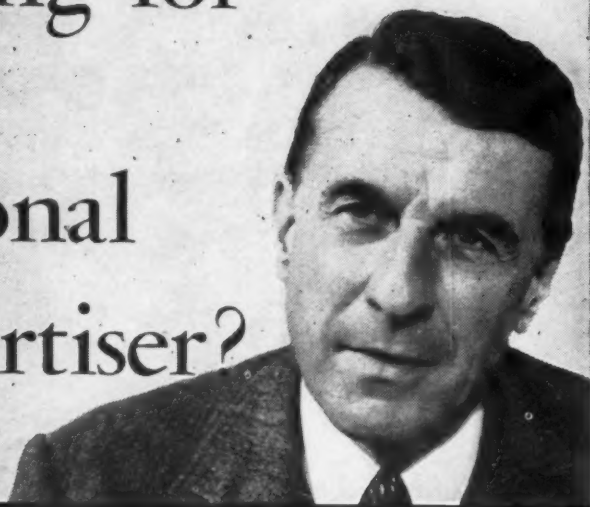
WORLD-HERALD

191,754 daily — 190,789 Sunday (1st 6 mos. '42)

O'MARA & ORMSBEE,
National Representatives

New York — Chicago — San Francisco
Los Angeles

What am I looking for as a National Advertiser?



An Invaluable
Public Relations Medium?

A Nation-Wide
Sales Producing Medium?

A Uniquely Effective
Dealer Tie-In Medium?

A Tried and Proved
Consumer Medium?

YOU WILL FIND ALL THESE COMBINED
IN ONE OUTSTANDING DAILY NEWSPAPER

THE CHRISTIAN SCIENCE MONITOR

Published by The Christian Science Publishing Society
One, Norway Street, Boston, Massachusetts

NEW YORK: 500 FIFTH AVENUE

OTHER BRANCH OFFICES: Chicago, Detroit, Miami, St. Louis,
Kansas City, San Francisco, Los Angeles, Seattle
London, Paris, Geneva, Sydney

But over the major trading area these differences are largely washed out, so that sales expectations and advertising pressure can be equalized, percentagewise.

Population

The population figures given for trading areas on pages 33 to 58 are official 1940 figures, and family figures are the occupied dwelling units as given in the 1940 census.

These 1940 figures are used—despite known shifts in population—because no reliable method has been developed for estimating the population changes in all counties of the nation.

For 229 individual cities SALES MANAGEMENT has secured local estimates of resident population, exclusive of military, as of August 1, 1942. These appear on pages 76 to 82. While they are not repeated on pages 68 to 72, which give Effective Buying Income estimates for city boundaries for the year ending September 30, 1942, readers who are interested can apply the new population figures against Effective Buying Income and develop for themselves per capita figures which may be compared with those for the year 1941 which appear in the April 10, 1942 Survey of Buying Power.

Effective Buying Income

The general method of estimating Income, which SALES MANAGEMENT has devised and perfected since 1929, is described on pages 9 to 24 of the Surveys of Buying Power.

1. 1938—because it was the most recent depression year, and therefore important in measuring the degree of upturn.
2. 1941—because it is the most recent base for comparison.
3. 1942—12 months ending September 30. While three of the months used in the 1942 compilation were part of the 1941 calendar year, they were the three least-eventful of the 12. The greatest changes in the income picture have come this year.

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SALES MANAGEMENT

A "MUST" On Your List . . . JOHNSTOWN

2nd Largest Income Increase (%) in Pennsylvania

EFFECTIVE BUYING INCOME

1938—\$ 93,793,000

1942—\$209,052,000

Percent
Increase

122.89

Effective Buying Income PER FAMILY Has More Than Doubled

1938—\$1,361

1942—\$3,034


THE TRIBUNE

EVENING

Complete Coverage

THE DEMOCRAT

MORNING

Area Number	CITY TRADING AREA	POPULATION				EFFECTIVE BUYING INCOME  ESTIMATES									
		1940 (in thou- sands)	% of U. S. A.	Rank	Families (in thou- sands)	Dollars 1938 (in thou- sands)	Dollars 1941 (in thou- sands)	Dollars 12 mos. end. 9/30/42 (in thou- sands)	1942 % Gain over 1938	Ratio City to U. S. A. Gain	Rank, Dollars 1942	Per Family 1938 (Dollars)	Per Family 1942 (Dollars)	% of U. S. A. 1938	% of U. S. A. 1942
	MIDDLE ATLANTIC (Cont'd.)														
	Areas 201,000 to 500,000 Pop.....	2307.7	1.752		581.6	1,098,573	1,658,003	1,915,032	74.32	111		1,889	3,293	1.736	1.816
18	Utica, N. Y.....	267.3	.203	117	70.5	151,499	204,478	244,066	61.10	82	89	2,149	3,462	.239	.231
19	Binghamton, N. Y.....	350.4	.267	90	95.7	186,652	283,362	326,117	74.72	112	71	1,950	3,408	.295	.309
22	Watertown, N. Y.....	242.2	.184	126	63.2	140,436	183,906	209,706	49.32	74	99	2,222	3,318	.222	.199
24	Scranton, Pa.....	355.3	.270	89	86.9	176,586	243,476	275,591	56.07	84	82	2,032	3,171	.279	.261
25	Wilkes-Barre, Pa.....	492.9	.374	69	115.7	215,506	315,881	350,613	62.69	94	66	1,863	3,030	.341	.332
28	Erie, Pa.....	301.1	.227	105	80.7	134,101	245,691	299,887	123.63	185	78	1,662	3,716	.212	.285
29	Johnstown, Pa.....	298.5	.227	106	68.9	93,793	181,209	209,052	122.89	184	100	1,361	3,034	.148	.199

For other data see pages 68 and 76.

YOU CAN'T GO WRONG IF YOU STAY WITH A WINNER*

... especially when the winner directs the spending of \$244,-066,000. Study these facts on the Utica Market . . . and let WIBX, Utica's only station, turn this huge sales potential into a reality for you.



UTICA, N. Y.

Only Station in the Rome-Utica Market

The Voice of the Mohawk Valley

*Awarded Grand Prize for local stations at N.A.B., May, 1942

Population Utica Trading area, 267,000. Families, 70,500. Effective Buying Income, \$244,066,-000—a gain of 61% over 1938. Payrolls booming. Utica working 24 hours a day, seven days a week. 117th in population, 89 in total income, 35th in family income.

WHAT RURAL MAGAZINE LEADS ALL OTHERS
BY MORE THAN 300,000?

Farm Journal

OVERWHELMINGLY AMERICA'S LARGEST RURAL MAGAZINE... 2,600,000

Look What's Happened TO SYRACUSE!

23% GREATER BUYING POWER
THAN THE U. S. AVERAGE
43RD BUYING INCOME RANK
IN THE U. S.
AN AVERAGE WEEKLY INCOME
INCREASE OF \$700.000



...and what about WSYR?

More than ever it's your most effective means of reaching and selling this booming, buying area. WSYR covers not only Syracuse but over 20 rich, spending counties of Central New York. They listen to WSYR — the only Basic Red Station in this area.


WSYR

5000
Watts

SYRACUSE, N. Y.

570
Kc.

Only Basic Red Station Covering Central New York — Represented by Raymer

Area Number	CITY TRADING AREA	POPULATION				EFFECTIVE BUYING INCOME  ESTIMATES									
		1940 (in thou- sands)	% of U. S. A.	Rank	Families (in thou- sands)	Dollars 1938 (in thou- sands)	Dollars 1941 (in thou- sands)	Dollars 12 mos. end, 9/30/42 (in thou- sands)	1942 % Gain over 1938	Ratio City to U. S. A. Gain	Rank, Dollars 1942	Per Family 1938 (Dollars)	Per Family 1942 (Dollars)	% of U. S. A. 1938	% of U. S. A. 1942
	MIDDLE ATLANTIC (Cont'd.)														
	Areas over 500,000 Pop.....	25360.9	19.282	6727.2	16,181,039	23,087,364	25,719,130	58.95	88	2,405	3,623	25.573	24.389
17	Albany-Troy-Schenectady, N. Y....	900.0	.683	41	250.1	506,068	796,489	850,511	68.06	102	24	2,023	3,401	.800	.807
21	Syracuse, N. Y.....	573.2	.436	64	157.5	332,318	490,718	565,309	70.11	105	45	2,110	3,589	.525	.536
23	New York, N. Y.....	12994.2	9.869	1	3500.7	9,662,028	13,051,400	14,156,011	46.51	70	1	2,760	4,044	15.270	13.423
23A†	Newark, N. J.....	2879.6	2.187	8	760.2	1,862,590	2,792,446	3,210,516	72.37	109	6	2,450	4,223	2.944	3.044
26	Rochester, N. Y.....	713.8	.541	51	196.8	398,217	626,084	720,523	80.94	121	37	2,023	3,661	.629	.683

†— Figures also combined under New York.

For other data see pages 68 and 76.

TROY... ALBANY... SCHENECTADY...

The Tri-City Market

Always a rich market — now more than ever a booming market — a buying market:

- Buying power 18% greater than U. S. average.
- Ranks 41st in population but 24th in income.

And when it comes to selling this great three-in-one combination, take a look at the station that can prove

MORE COVERAGE PER DOLLAR

WTRY

TROY
1000 Watts Full Time
980 Kc.

The Only Basic BLUE Station in the Tri-City Area REPRESENTED BY RAYMER

COPYRIGHT


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\$720,523,000*


Like to ring the bell on this
rich Rochester cash register?




*Rochester (N. Y.) buying income. All figures by Sales Management, Oct. 10, 1942.

 Rochester Area buying power has increased 81% over 1938.

 Rochester Area buying power is 26% greater than U. S. average!

 Rochester Area buying power,—\$3661 per family,—37th area in U. S.

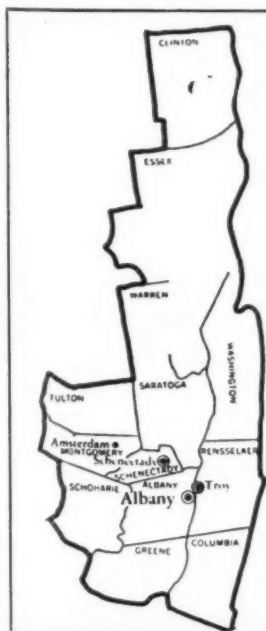
 To reach this rich market more national and local advertisers choose WHEC than any other station.

WHEC

ROCHESTER

Basic CBS—Representatives: McKinney & Son



? GOT \$945 IN YOUR POCKET ?

ALBANY TRADING AREA

41st in Population—900,000
24th in Income

Effective Buying
Income, 1938 \$506,068,000

Effective Buying
Income, 1941 \$796,489,000

Effective Buying
Income, 1942 \$850,511,000

Buying Power 18% above National
Average

Income Per Family, 1938 \$2023
Income Per Family, 1942 \$3401

\$945 is a lot of money in anybody's pocket. \$945 in 900,000 pockets, well—just try to imagine what that \$850,511,000 can buy . . . in terms of grocery store products, cosmetics, drugs, tobacco, etc.

That's the story of the Albany Trading Area . . . 900,000 people (250,100 families) with 68% more money today than they had in 1938. An increase of nearly \$1400 per family. The Albany Trading Area has 18% greater buying power than the national average.

These facts at the left tell one of the best market stories in the country AND the Radio Centre Stations have an equally good story of low-cost coverage and control of the purse strings in this area. Why not investigate?

WOKO

CBS

THE RADIO CENTRE STATIONS

ALBANY, N. Y.

National Representatives: J. P. McKINNEY & SON

WABY


MUTUAL

**PAYROLLS
and
EMPLOYMENT
are at
ALL TIME HIGHS
and
STEADILY GOING HIGHER**

No matter what your problem, this map will aid you in merchandising and selling. Four colors vividly show: Two city market, Buffalo and Niagara Falls. Two county market, Erie and Niagara. Metropolitan Buffalo, defined by U. S. census. The eight western N. Y. county market. Also gives population and coverage of all cities and towns of over 1,000 population.



REPRESENTED NATIONALLY BY LORENZEN-THOMPSON, INC.

Area Number	CITY TRADING AREA	POPULATION				EFFECTIVE BUYING INCOME  ESTIMATES									
		1940 (in thou- sands)	% of U. S. A.	Rank	Families (in thou- sands)	Dollars 1938 (in thou- sands)	Dollars 1941 (in thou- sands)	Dollars 12 mos. end. 9/30/42 (in thou- sands)	1942 % Gain over 1938	Ratio City to U. S. A. Gain	Rank, Dollars 1942	Per Family 1938 (Dollars)	Per Family 1942 (Dollars)	% of U. S. A. 1938	% of U. S. A. 1942
	MIDDLE ATLANTIC (Cont'd.)														
27	Buffalo, N. Y.	1345.3	1.022	25	358.2	750,914	1,099,836	1,275,608	69.87	105	19	2,096	3,561	1.187	1.210
30	Pittsburgh, Pa.	3344.7	2.542	6	839.0	1,630,353	2,505,300	2,676,019	76.40	115	9	1,943	3,428	2.577	2.727
35	Harrisburg, Pa.	828.4	.630	44	215.6	338,650	558,064	654,361	93.23	140	40	1,571	3,035	.535	.621
37	Philadelphia, Pa.	4661.3	3.539	3	1209.3	2,562,491	3,959,473	4,620,788	80.32	120	3	2,119	3,821	4.050	4.382
	TOTAL—MIDDLE ATLANTIC	28157.8	21.386	7439.7	17,501,073	25,085,555	28,036,205	60.20	90	2,352	3,768	27.659	28.588
	SOUTH ATLANTIC														
	Areas under 200,000 Pop.	1036.2	.789	248.2	332,300	549,302	635,669	91.29	137	1,339	2,561	.525	.603
32	Parkersburg, W. Va.	140.8	.107	160	34.7	44,534	62,732	69,211	55.41	83	178	1,283	1,995	.071	.086
40	Cumberland, Md.	196.6	.150	138	47.0	58,974	103,397	119,906	103.32	155	139	1,255	2,551	.093	.114
41	Hagerstown, Md.	148.9	.113	158	38.1	53,083	95,841	114,539	115.77	174	147	1,393	3,006	.084	.109
43	Harrisonburg, Va.	87.2	.066	179	21.2	20,588	44,050	50,562	145.59	218	184	971	2,385	.033	.048
44	Winchester, Va.	33.3	.026	193	8.5	12,269	21,764	23,981	95.46	143	192	1,443	2,821	.019	.023
110	Newport News, Va.	84.5	.064	180	19.6	44,482	63,701	69,990	57.34	86	177	2,269	3,571	.070	.086
111	Staunton, Va.	61.0	.047	188	13.9	16,665	29,928	34,217	105.32	158	189	1,199	2,462	.026	.032
117	Durham, N. C.	128.3	.098	164	30.2	42,994	65,162	76,139	81.74	123	168	1,424	2,587	.068	.074
119	Wilmington, N. C.	155.6	.118	154	35.0	38,711	62,727	75,124	94.06	141	173	1,106	2,146	.061	.071
134A	St. Petersburg, Fla.	91.9	.070	176	29.0	51,367	71,569	81,296	58.27	87	165	1,771	2,803	.081	.077
	Areas 201,000 to 500,000 Pop.	6105.0	4.637	1486.2	1,853,756	2,813,375	3,226,155	74.03	111	1,247	2,171	2.930	3.059
31	Clarksburg, W. Va.	301.5	.229	103	70.5	77,014	114,741	126,982	64.88	97	133	1,092	1,801	.122	.120
33	Wheeling, W. Va.	269.3	.206	116	68.8	90,917	150,326	160,113	76.11	114	117	1,321	2,327	.144	.152
38	Wilmington, Del.	292.9	.222	109	76.8	151,657	260,594	280,229	84.78	127	81	1,975	3,649	.240	.266
108	Danville, Va.	208.9	.159	131	45.1	40,087	76,319	87,767	118.94	178	161	889	1,946	.063	.083
109	Lynchburg, Va.	205.4	.156	134	47.3	68,319	100,501	115,802	69.50	104	143	1,444	2,448	.108	.110
112	Norfolk, Va.	494.8	.375	68	118.2	180,364	276,205	339,893	88.45	133	68	1,526	2,876	.285	.322

†—Figures also combined under Tampa.

For other data see pages 68 and 76.

EFFECTIVE BUYING INCOME

New Activities!

— in the Winston-Salem market have added \$2,500,000 to the already important money being paid out in payrolls!

— in the next five months there will be at least \$16,000,000 in cash floating around . . . waiting to be spent by farmers who are cashing in on their tobacco crops now!

— these things and more are adding to Winston-Salem's reputation as a market of steadily increasing importance and growth.

14% AHEAD OF NATIONAL AVERAGE!

— and Winston-Salem's families have \$927 more to spend today than they had in 1938 . . . and that's not all . . . today the Winston-Salem market is one of busy industries . . . prosperous farmers with cash in their jeans to buy the things you have to sell.


— write today for your copy of a folder "Something is Happening in Winston-Salem" or for further information about the market that is now a "must" for advertisers with goods to sell.

JOURNAL and SENTINEL

in Winston-Salem, North Carolina

National Representatives: KELLY-SMITH COMPANY

NBC—Radio Station WSJS—NBC

Area Number	CITY TRADING AREA	POPULATION				EFFECTIVE BUYING INCOME  ESTIMATES									
		1940 (in thou- sands)	% of U. S. A.	Rank	Families (in thou- sands)	Dollars 1938 (in thou- sands)	Dollars 1941 (in thou- sands)	Dollars 12 mos. end. 9/30/42 (in thou- sands)	1942 % Gain over 1938	Ratio City to U. S. A. Gain	Rank, Dollars 1942	Per Family 1938 (Dollars)	Per Family 1942 (Dollars)	% of U. S. A. 1938	% of U. S. A. 1942
	SOUTH ATLANTIC (Cont'd.)														
113	Roanoke, Va.	309.3	.235	102	71.8	93,620	146,034	160,919	71.89	108	116	1,304	2,241	.148	.153
115	Asheville, N. C.	390.2	.296	80	87.2	88,971	139,278	164,586	84.99	127	113	1,020	1,887	.140	.156
118	Greensboro, N. C.	338.5	.258	95	78.4	113,192	170,024	195,672	72.87	109	105	1,444	2,496	.179	.186
120	Winston-Salem, N. C.	323.0	.246	98	73.6	89,888	134,057	158,109	75.90	114	118	1,221	2,148	.142	.150
122	Charleston, S. C.	261.8	.199	119	62.6	60,995	95,326	117,386	92.45	139	141	974	1,675	.096	.111

For other data see pages 68 and 76.

St. Petersburg . . . FIRST IN FLORIDA IN BUYING POWER INDEX

St. Petersburg has become one of the outstanding military training centers in Florida, with greatly increased population and increased annual income . . . All this in addition to its important income as a winter residence for thousands of retired people . . . Again St. Petersburg is first among the large cities of Florida in buying power index and effective buying income per family. (S. M. figures)

St. Petersburg Times — Evening Independent

Represented nationally by Theis & Simpson Co.
and in Jacksonville by V. J. Obenauer, Jr.



ALBANY



Georgia's Fastest Growing City

CONSISTENTLY ONE OF SALES MANAGEMENT'S

HIGH SPOT CITIES

Now more prosperous, with more spending money than ever. More than 10 Million Dollars in military pay rolls at TWO Flying Fields. But many times bigger is Albany's Farm Income for 1942. Right in the heart of—

SOUTH GEORGIA'S 50 MILLION DOLLAR PEANUT PRODUCTION

Peanut acreage more than doubled as war measure now being harvested. Biggest yields and highest prices also for other Farm Crops, Cattle and Hogs. Desires long denied can now be gratified. You can reach, most easily and most economically, these people with plenty of money to spend, by using—

THE ALBANY HERALD

10,000 Net Paid

The only ABC paper in South Georgia. Home-delivered circulation covering Albany and 53 prosperous Farm Markets throughout Southwest Georgia. Albany's present population 30,000. Herald's LOCAL circulation 5,500. Albany's only Daily newspaper—a paper of recognized leadership in one of Georgia's brightest markets.

National Representatives
Ward-Griffith Company, Inc.


New York • Chicago • Boston • Detroit • Atlanta
Salt Lake City • Los Angeles • San Francisco

RADIO STATION WALB

1,000 Watts

Take your map. Draw a line from Atlanta to Macon, Macon to Savannah, Savannah to Jacksonville, Jacksonville to Tampa, Tampa to Pensacola, Pensacola to Montgomery, Montgomery to Atlanta. In all that big area WALB is the only 1,000 Watt Station. A Mutual Network Station that offers the only complete Radio Coverage of the rich Albany Market.

National Representatives
Burn-Smith Chicago
Southern Representative
B. Frank Cook, Atlanta

Area Number	CITY TRADING AREA	POPULATION				EFFECTIVE BUYING INCOME  ESTIMATES									
		1940 (in thou- sands)	% of U. S. A.	Rank	Families (in thou- sands)	Dollars 1938 (in thou- sands)	Dollars 1941 (in thou- sands)	Dollars 12 mos. end, 9/30/42 (in thou- sands)	1942 % Gain over 1938	Ratio City to U. S. A. Gain	Rank, Dollars 1942	Per Family 1938 (Dollars)	Per Family 1942 (Dollars)	% of U. S. A. 1938	% of U. S. A. 1942
	SOUTH ATLANTIC (Cont'd.)														
125	Albany, Ga.....	275.5	.211	114	65.6	65,605	85,609	105,644	61.03	92	153	1,000	1,610	.104	.100
126	Augusta, Ga.....	357.7	.270	88	86.3	81,851	107,008	150,172	83.47	125	120	948	1,740	.129	.142
128	Columbus, Ga.....	220.5	.167	128	50.1	48,193	72,033	82,916	72.05	108	164	962	1,655	.076	.079
130	Savannah, Ga.....	379.8	.288	83	92.5	104,114	138,930	163,908	57.43	86	114	1,126	1,772	.165	.155
132	Miami, Fla.....	422.8	.321	77	121.6	178,207	307,172	318,911	78.96	118	73	1,466	2,623	.282	.302
133	Pensacola, Fla.....	215.9	.164	129	52.2	54,026	66,256	79,565	47.27	71	167	1,035	1,524	.085	.076
134	Tampa, Fla.....	487.7	.371	70	140.3	198,573	270,175	301,958	52.06	78	77	1,415	2,152	.314	.286
139	Bristol, Va.....	349.5	.264	91	77.3	68,163	102,787	115,623	69.63	104	144	882	1,496	.108	.110

For other data see pages 68 and 76.

Is your BOOKLET DISTRIBUTION on the Beam?

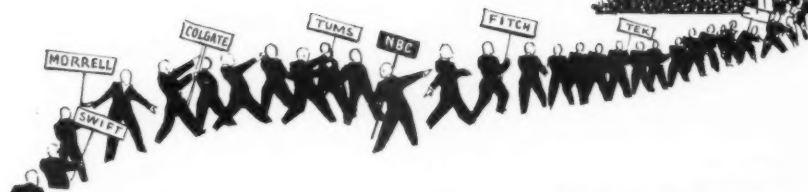
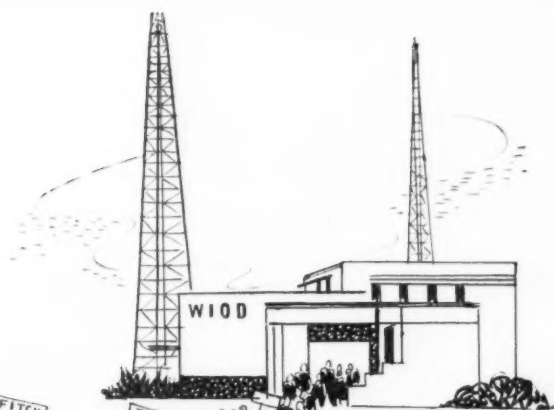
A Message to Newspapers, Magazines, Radio Stations and other Sellers of Advertising.

- We're not referring to the subject matter, format and artwork . . . though, in a way, we are, since a good promotion piece deserves bulls-eye effectiveness throughout its entire distribution.
- Before you get into production on your next booklet ask for SALES MANAGEMENT'S two-way form-

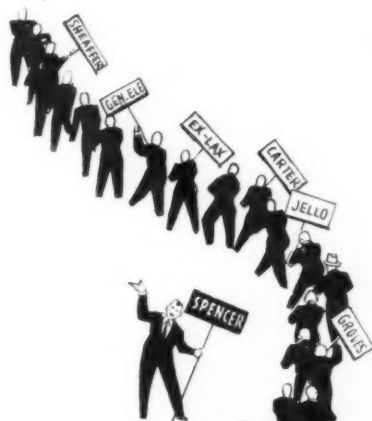
ula that cuts costs while keeping distribution on the result beam.

- The price of a postage stamp can mean a big saving and a better-than-average response. All that's necessary is a line about the size of the proposed booklet and the number of pages.

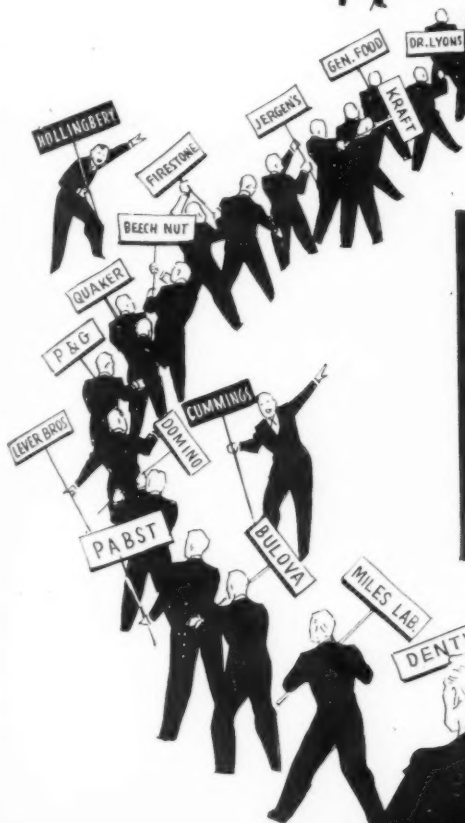
SALES MANAGEMENT, 386 Fourth Ave., New York, N. Y.



THIS LINE IS SEVENTEEN YEARS LONG!



The man who built the better mousetrap had the right idea. Long lines form to the right of most worthwhile objectives. That's why, for seventeen years, WIOD has laid the welcome mat for the big names in American industry and advertising. That's why, year after year, the big ones come back to do their selling where it does the most good. For WIOD is the most effective medium for sales in South Florida. Proof: WIOD today carries more business of the big advertisers than all other South Florida stations combined.



WIOD

MIAMI, FLORIDA

NBC

FIRST CHOICE IN FLORIDA
610 KILOCYCLES-5,000 WATTS

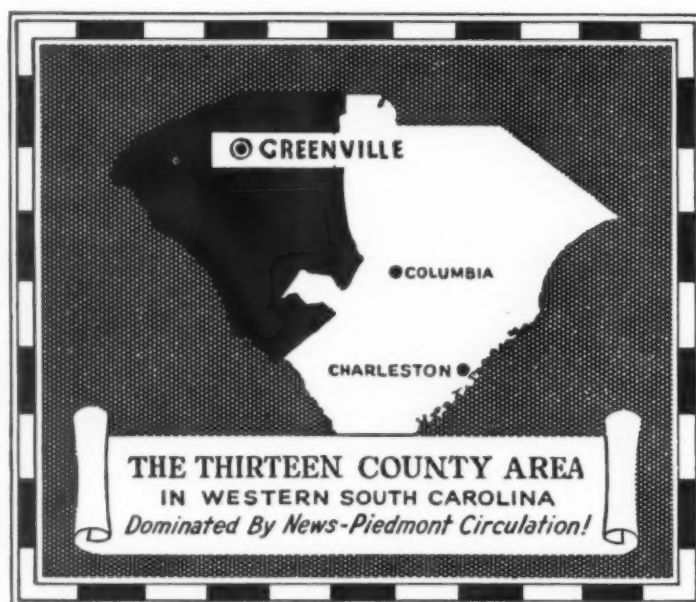
Represented Nationally: Geo. P. Hollingbery
 Southeast: Harry C. Cummings

Good?

BETTER!

BEST!!

The Greenville News and the Greenville Piedmont blanket South Carolina's richest market—502,000 people with an Effective Buying Income of \$261,191,000 . . . a gain of 85.32% over the normal year of 1938.



National Representatives: WARD-GRIFFITH COMPANY, INC.

Now, that's a market story of which any advertising medium could be proud, but the News and Piedmont offer advertisers more than those figures indicate.

Those figures apply to the seven counties in the BBD&O Greenville Trading Area. But the News and Piedmont coverage takes in six additional counties, all of which depend on Greenville as their trading center . . . 158,142 additional consumers with Effective Buying Income conservatively estimated at \$47,379,000. This makes a total market of over \$308,570,000 income.

The News and Piedmont have played a vital part in the retail sales growth of the Greenville market, which not only leads the state's two other primary markets in per capita and family income but has a white population greater than the other two combined.

Greenville—normally the state's most stable market—offers advertisers an even higher sales potential today as a result of the war money pouring into the area.

Greenville is the site of one of the largest Army Air Bases in the United States. This is not reflected in the statistical indices submitted nor is the tremendous activity of the textile mills which are doing around the clock war work.


Link your sales message with the dominant sales influence in South Carolina's dominant market . . . with South Carolina's leading newspapers:

The Greenville News

(Morning & Sunday)

The Greenville Piedmont

(Evening)

Area Number	CITY TRADING AREA	POPULATION				EFFECTIVE BUYING INCOME  ESTIMATES									
		1940 (in thousands)	% of U. S. A.	Rank	Families (in thousands)	Dollars 1938 (in thousands)	Dollars 1941 (in thousands)	Dollars 12 mos. end. 9/30/42 (in thousands)	1942 % Gain over 1938	Ratio City to U. S. A. Gain	Rank, Dollars 1942	Per Family 1938 (Dollars)	Per Family 1942 (Dollars)	% of U. S. A. 1938	% of U. S. A. 1942
	SOUTH ATLANTIC (Cont'd.)														
	Areas over 500,000 Pop.	11115.3	8.441		2644.0	3,778,466	6,004,102	7,058,369	86.81	130		1,429	2,670	5.971	6.693
39	Baltimore, Md.	1537.8	1.168	18	396.3	782,988	1,276,076	1,495,062	90.94	136	16	1,976	3,773	1.237	1.418
42	Washington, D. C.	1118.1	.848	34	283.9	632,322	1,235,085	1,509,211	138.68	208	15	2,227	5,316	.999	1.431
52	Charleston, W. Va.	764.1	.581	48	169.9	212,756	361,065	425,391	99.94	150	56	1,252	2,504	.336	.403
53	Huntington, W. Va.	621.4	.472	59	137.0	134,796	216,077	239,973	78.03	117	92	984	1,752	.213	.228
114	Richmond, Va.	721.6	.549	50	173.1	258,831	410,971	493,629	90.71	136	48	1,495	2,852	.409	.468
116	Charlotte, N. C.	981.9	.745	37	220.5	262,420	398,896	466,117	77.62	116	51	1,190	2,114	.415	.442
121	Raleigh, N. C.	1167.5	.886	32	247.5	272,054	416,428	479,184	76.14	114	50	1,099	1,936	.430	.454
123	Columbia, S. C.	793.0	.600	46	176.5	166,122	262,614	290,564	74.91	112	79	941	1,646	.263	.276
124	Greenville, S. C.	502.2	.383	67	117.4	140,940	204,185	261,191	85.32	128	85	1,201	2,225	.223	.248

For other data see pages 68 and 76.

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PROMOTING YOUR PROGRAMS in Booming Baltimore and the Busy Central Atlantic Market

[illegible][illegible]

Five More To Follow!

WBAL'S FALL PARADE OF STARS

When do you like best to hear "Entertainment" Concerts, "Dinner" "Charm" "Along" "Popula" "Music" "Wash up" in the "great" New? The "top" of "Spots" "Where" you "perform" "only" find it on WBAL "present" in "Baltimore" find the "radio" "listen" "radio" "stations".

FRIDAY NIGHT

7:00-7:30 PM
 7:30-8:00 PM
 8:00-8:30 PM
 8:30-9:00 PM
 9:00-9:30 PM
 9:30-10:00 PM
 10:00-10:30 PM
 10:30-11:00 PM
 11:00-11:30 PM
 11:30-12:00 AM

SATURDAY MORNING

6:00-6:30 AM
 6:30-7:00 AM
 7:00-7:30 AM
 7:30-8:00 AM
 8:00-8:30 AM
 8:30-9:00 AM
 9:00-9:30 AM
 9:30-10:00 AM
 10:00-10:30 AM
 10:30-11:00 AM
 11:00-11:30 AM
 11:30-12:00 PM

SUNDAY AFTERNOON

2:00-2:30 PM
 2:30-3:00 PM
 3:00-3:30 PM
 3:30-4:00 PM
 4:00-4:30 PM
 4:30-5:00 PM
 5:00-5:30 PM
 5:30-6:00 PM
 6:00-6:30 PM
 6:30-7:00 PM
 7:00-7:30 PM
 7:30-8:00 PM
 8:00-8:30 PM
 8:30-9:00 PM
 9:00-9:30 PM
 9:30-10:00 PM
 10:00-10:30 PM
 10:30-11:00 PM
 11:00-11:30 PM
 11:30-12:00 AM

MONDAY EVENING

7:00-7:30 PM
 7:30-8:00 PM
 8:00-8:30 PM
 8:30-9:00 PM
 9:00-9:30 PM
 9:30-10:00 PM
 10:00-10:30 PM
 10:30-11:00 PM
 11:00-11:30 PM
 11:30-12:00 AM

TUESDAY NIGHT

7:00-7:30 PM
 7:30-8:00 PM
 8:00-8:30 PM
 8:30-9:00 PM
 9:00-9:30 PM
 9:30-10:00 PM
 10:00-10:30 PM
 10:30-11:00 PM
 11:00-11:30 PM
 11:30-12:00 AM

OUT OF AMERICA'S GREAT RADIO STATIONS

**Ads like these mean more listeners
for your WBAL programs**

Pounding away, week after week, month after month, all through 1942, WBAL has been winning more listeners for YOUR programs with these powerful, full page ads in the Baltimore News-Post.

At the same time, each week WBAL ads are appearing in 19 newspapers in 14 other cities in the great Central Atlantic territory that WBAL blankets!

It's one of the great radio station promotion campaigns of all time!



ONE OF AMERICA'S GREAT RADIO STATIONS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

[illegible]


The DAYTON NEWS is 19th in TOTAL ADVERTISING among America's top 50 evening papers*

This leadership is best expressed in these figures: In 1941, the Dayton Daily News carried 1,871,412 more lines of Retail Display, and 541,816 more lines of National Advertising than the other evening paper in this market. A leadership in two classifications of 2,573,073 lines! That's proof aplenty that advertisers know—

And **DAYTON** has
climbed to 31st place
Among America's
184 Major Trading Areas

*First 8 months, 1942

THE DAYTON DAILY NEWS does the job **ALONE!**

Area Number	CITY TRADING AREA	POPULATION				EFFECTIVE BUYING INCOME  ESTIMATES									
		1940 (in thousands)	% of U. S. A.	Rank	Families (in thousands)	Dollars 1938 (in thousands)	Dollars 1941 (in thousands)	Dollars 12 mos. end. 9/30/42 (in thousands)	1942 % Gain over 1938	Ratio City to U. S. A. Gain	Rank, Dollars 1942	Per Family 1938 (Dollars)	Per Family 1942 (Dollars)	% of U. S. A. 1938	% of U. S. A. 1942
	SOUTH ATLANTIC (Cont'd.)														
127	Atlanta, Ga.	1495.3	1.137	19	365.0	456,212	638,033	739,877	58.70	88	35	1,277	2,027	.737	.701
129	Macon, Ga.	636.1	.483	57	149.9	156,465	206,915	258,041	64.92	97	86	1,044	1,721	.247	.245
131	Jacksonville, Fla.	776.3	.589	47	207.0	292,560	377,757	400,129	36.77	55	59	1,413	1,933	.462	.379
	TOTAL—SOUTH ATLANTIC	18256.5	13.867		4378.4	5,964,522	9,386,779	10,920,193	83.09	125		1,362	2,494	9.426	10.395
	EAST NORTH CENTRAL														
	Areas under 200,000 Pop.	2403.5	1.827		671.0	1,036,340	1,734,678	1,968,810	89.98	135		1,544	2,934	1.638	1.887
48	Springfield, Ohio	120.9	.092	166	34.0	57,448	93,898	106,992	86.24	129	151	1,690	3,147	.091	.101
49	Zanesville, O.	199.5	.152	136	55.9	68,681	117,937	132,913	93.52	140	131	1,229	2,378	.109	.126
54	Lima, O.	184.3	.141	140	51.7	78,424	130,577	146,124	86.33	129	123	1,517	2,826	.124	.139
57	Richmond, Ind.	65.2	.050	186	18.3	28,940	51,895	59,561	105.81	159	181	1,581	3,255	.046	.058
58	Battle Creek, Mich.	94.2	.072	173	26.8	52,540	89,480	107,603	104.80	157	150	1,960	4,015	.083	.102
59	Bay City, Mich.	182.7	.138	141	46.6	65,248	123,574	144,988	122.21	183	124	1,400	3,111	.103	.138
62	Jackson, Mich.	119.0	.091	167	32.8	62,984	100,774	121,621	93.10	140	137	1,920	3,708	.100	.115
64	Saginaw, Mich.	166.8	.127	149	43.8	77,857	134,805	148,242	90.40	136	121	1,778	3,385	.123	.141
66	Lafayette, Ind.	79.1	.060	182	22.3	34,077	68,663	75,906	122.75	184	171	1,528	3,404	.054	.072
67	Logansport, Ind.	107.9	.082	171	30.9	39,600	67,916	77,211	94.98	142	169	1,282	2,499	.063	.073
68	Muncie, Ind.	138.2	.104	162	40.4	49,914	95,973	114,639	129.67	194	146	1,235	2,838	.079	.109
71	Champaign-Urbana, Ill.	88.2	.067	178	24.6	45,718	70,383	77,162	68.78	103	170	1,858	3,137	.072	.073
73	Bloomington, Ill.	92.1	.070	175	26.3	51,336	75,293	88,883	73.14	110	160	1,952	3,380	.081	.084
74	Danville, Ill.	114.2	.087	169	32.5	53,994	76,800	87,533	62.12	93	163	1,661	2,693	.085	.083
75	Decatur, Ill.	190.4	.144	139	53.5	72,810	124,243	135,219	85.71	129	128	1,361	2,527	.115	.128
76	Mattoon, Ill.	63.6	.048	187	18.3	21,016	35,100	38,673	84.02	126	185	1,148	2,113	.033	.037
78	Quincy, Ill.	122.3	.094	165	36.4	50,026	67,274	73,622	47.17	71	176	1,374	2,023	.079	.070
80	Kalamazoo, Mich.	167.0	.126	148	47.7	81,091	143,299	157,111	93.75	141	119	1,700	3,294	.128	.149
83	La Crosse, Wisc.	107.9	.082	170	28.2	44,636	66,794	74,807	67.59	101	174	1,583	2,653	.070	.071
	Areas 201,000 to 500,000 Pop.	4653.0	3.534		1275.2	2,072,028	3,343,442	3,853,044	85.96	129		1,625	3,022	3.275	3.654
45A§	Akron, Ohio	339.4	.258	94	91.6	204,590	337,216	404,417	97.67	146	58	2,234	4,415	.323	.383
46	Youngstown, Ohio	372.6	.282	85	92.8	209,732	325,965	379,986	81.18	122	61	2,260	4,095	.331	.380
51	Dayton, Ohio	472.2	.359	72	131.8	235,930	395,449	465,239	97.19	146	52	1,790	3,530	.373	.441
61	Flint, Mich.	227.9	.173	127	60.4	115,051	195,941	208,144	80.91	121	101	1,905	3,446	.182	.197
63	Lansing, Mich.	249.6	.189	123	69.7	101,487	199,334	232,062	128.66	193	94	1,456	3,329	.160	.220
65	Fort Wayne, Ind.	374.2	.284	84	104.8	154,975	280,130	339,197	118.87	178	69	1,479	3,237	.245	.322
69	South Bend, Ind.	260.3	.198	120	71.7	110,207	219,033	242,503	120.04	180	91	1,537	3,382	.174	.230
70	Terre Haute, Ind.	287.1	.219	112	85.2	106,443	174,942	201,961	89.74	135	103	1,249	2,370	.168	.192

§—Figures also combined under Cleveland.

For other data see pages 68 and 76.

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Color Representatives--Sunday Spokesman-Review Magazine and Comic Sections--Newspaper Groups, Inc.

120,000.. 81.24% UNDUPLICATED!

EVENING

Spokane Daily Chronicle

immensely productive and fast-growing field. While advertising space is sold jointly in the two dailies, their editorial departments are completely separated, so that each newspaper has a distinctive personality of its own. They are never sold to subscribers in combination.

These two dailies have great influence with their readers. Some examples of this influence are illustrated on this page. Many others could be given. The figures under the pictures reflect the tremendous pulling power from which YOU as an advertiser will benefit when you use space in The Spokesman-Review and Spokane Daily Chronicle.



The Spokane Chronicle's annual Baby Contest held earlier this year brought in 1,452 pictures of babies.



54,749 questions were answered over the phone by the Spokane newspaper library in 1941.



The Spokane Chronicle sold 13,943 dress patterns last year



20,043 embroidery patterns were sold in 1941 by the Spokane Chronicle.



5,371 Home Service booklets were bought by Spokane Chronicle readers last year.



6,888 children enjoyed themselves at the Spokane Chronicle's annual Tilakum picnic last summer.

FAVORED SPOKANE MARKET

Coulee Dam, World's Largest Potential Source of Electric Power, which Already the Dam will Create Homes for 100,000 New Residents in Nearby Columbia Basin.

NOW ROCKFORD RANKS 47th


In Effective Buying Income Per Family

With \$3,390 in effective buying income per family Rockford stands 47th among the 187 major trading areas of the nation. Always a top market for concentrat-

ing sales effort, today Rockford—shopping and industrial center for northern Illinois and southern Wisconsin — is easily one of best markets in America.

Rockford Register-Republic
MORNING STAR

SERVING A TRADE AREA WITH \$248,000,000 BUYING INCOME

Area Number	CITY TRADING AREA	POPULATION				EFFECTIVE BUYING INCOME  ESTIMATES									
		1940 (in thou- sands)	% of U. S. A.	Rank	Families (in thou- sands)	Dollars 1938 (in thou- sands)	Dollars 1941 (in thou- sands)	Dollars 12 mos. end, 9/30/42 (in thou- sands)	1942 % Gain over 1938	Ratio City to U. S. A. Gain	Rank, Dollars 1942	Per Family 1938 (Dollars)	Per Family 1942 (Dollars)	% of U. S. A. 1938	% of U. S. A. 1942
	EAST NORTH CENTRAL (Cont'd.)														
72A*	Rockford, Ill.	259.5	.198	121	73.4	130,136	197,307	248,817	91.20	137	88	1,773	3,390	.206	.236
77	Peoria, Ill.	431.2	.329	76	123.9	205,059	306,389	349,961	70.66	106	67	1,655	2,825	.324	.332
79	Springfield, Ill.	335.6	.253	96	94.0	145,174	217,705	242,598	67.11	101	90	1,544	2,581	.230	.230
81	Green Bay, Wisc.	250.6	.192	122	63.0	94,872	160,578	185,656	95.69	144	107	1,506	2,947	.150	.178
84	Madison, Wisc.	205.4	.155	133	55.2	111,033	157,006	180,584	62.64	94	109	2,011	3,271	.178	.171
86	Superior, Wisc.	411.1	.313	78	106.9	158,142	248,648	303,015	91.61	137	76	1,479	2,835	.250	.288
135	Evansville, Ind.	465.1	.353	73	128.1	138,801	234,909	254,196	83.14	125	87	1,084	1,984	.219	.241
89	Rock Island, Moline, Clinton, Ill., Davenport, Iowa	310.1	.235	100	87.7	185,122	227,413	267,942	44.74	67	84	2,111	3,055	.293	.254
	Areas over 500,000 Pop.	18679.4	14.185		5086.7	10,277,354	16,219,298	19,005,099	84.92	127		2,020	3,736	16.242	18.021
46	Cleveland, O.	2604.1	1.976	11	713.5	1,514,304	2,430,070	3,065,193	102.42	154	8	2,122	4,296	2.393	2.907
47	Columbus, O.	978.0	.743	38	266.6	414,365	726,770	807,614	94.90	142	31	1,554	3,029	.655	.766
50	Cincinnati, O.	1382.7	1.049	24	387.7	691,515	1,095,215	1,334,261	92.95	139	18	1,784	3,441	1.093	1.265
55	Toledo, O.	874.4	.664	42	244.6	399,529	701,624	836,903	109.47	164	28	1,633	3,422	.631	.794
56	Indianapolis, Ind.	1295.2	.984	26	368.8	582,681	1,009,962	1,209,899	107.64	161	20	1,580	3,281	.921	1.147

*—Figures also combined under Chicago.

For other data see pages 68 and 76.

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Take a LOOK at this Bulging \$350,000,000 market

Significant it is that national advertisers saw fit to schedule **MORE** advertising (over 18% **MORE**) in the **CINCINNATI TIMES-STAR** during August, 1942, than they did during the same month of 1941!

Apparently, alert merchandisers in other parts of the nation could see a long time ago that Cincinnati, Machine Tool Center of the World, would be performing the vital role it is today, under a war economy.

Apparently these advertisers correctly reckoned a year ago that for every five persons then employed in Cincinnati, there would be **SIX** today...and took advantage of this selling opportunity as one too good to pass up.

Apparently they also correctly estimated a year ago that for every dollar then changing hands through Cincinnati banks, there would be nearly \$1.25 changing hands today...and decided that some of this extra 25c might very well be spent for nationally advertised brands of merchandise.

But the important thing is **TODAY** these same farsighted national advertisers are again looking ahead, and continuing their advertising here. Quite possibly they have learned that, (in addition to a buzzing machine tool in-

dustry) Cincinnati also leads the world in the production of soap, playing cards and electrotypes... that it is famous for many brands of fine beer... for pianos... for boots and shoes... for office furniture... laundry machinery... clothing... Formica and other molded plastics... for sheet metal products... engineering appliances... as a printing and publishing center... and as the bituminous coal center of the nation!

This is an unusual diversity of industry, to say the least... and what it indicates is that you will not only be uncorking a sudden surge of wartime purchasing power when you set up a systematic sales program here. It means you'll also be building a demand for your merchandise that will go on and on and on, in an unending stream.

With more than 100 years of experience in serving both advertisers and customers in this rich "Million-Area," the **CINCINNATI TIMES-STAR** is uniquely qualified to furnish you complete marketing information, efficient merchandising service and profitable newspaper advertising space or radio time. **IF YOUR PROBLEM OR QUESTION CONCERNS CINCINNATI... WRITE TODAY. WE'LL GLADLY HELP YOU ANSWER IT.**

CINCINNATI TIMES-STAR

HULBERT TAFT, *President and Editor-in-Chief*
Owners and Operators of Radio Station WKRC

NEW YORK: Martin L. Marsh, 60 East Forty-second Street.
CHICAGO: Fred D. Burns, 333 North Michigan Avenue.
FAR WEST: J. E. Lutz, 435 No. Michigan Avenue, Chicago.



MOBILE, ALABAMA

3RD

Greatest U. S. GAIN
in BUYING INCOME
1940—\$ 72,197,000
1942—\$176,538,000

A GAIN OF 144.52%

5TH


Greatest U. S. GAIN in
CITY POPULATION
1940— 78,700
1942—125,000

A GAIN OF 59.3%

THE MOBILE PRESS REGISTER

Morning—Evening—Sunday
"A Great Newspaper In A Great Market"

National Representatives: The John Budd Co., New York, Chicago, Atlanta, Dallas, San Francisco, Los Angeles and Seattle

Area Number	CITY TRADING AREA	POPULATION				EFFECTIVE BUYING INCOME  ESTIMATES									
		1940 (in thou- sands)	% of U. S. A.	Rank	Families (in thou- sands)	Dollars 1938 (in thou- sands)	Dollars 1941 (in thou- sands)	Dollars 12 mos. en1. 9/30/42 (in thou- sands)	1942 % Gain over 1938	Ratio City to U. S. A. Gain	Rank, Dollars 1942	Per Family 1938 (Dollars)	Per Family 1942 (Dollars)	% of U. S. A. 1938	% of U. S. A. 1942
	EAST NORTH CENTRAL (Cont'd.)														
60	Detroit, Mich.	2771.5	2.105	9	719.9	1,596,662	2,749,233	3,099,724	94.14	141	7	2,218	4,306	2.523	2.939
72	Chicago, Ill.	6039.8	4.588	2	1655.5	3,696,942	5,468,268	6,250,455	69.07	104	2	2,233	3,776	5.843	5.927
82	Grand Rapids, Mich.	746.8	.568	49	206.1	302,692	555,638	609,842	101.47	152	44	1,469	2,959	.478	.578
85	Milwaukee, Wisc.	1986.9	1.508	15	524.0	1,078,664	1,482,518	1,791,208	66.06	99	13	2,059	3,418	1.705	1.698
	TOTAL—EAST NORTH CENTRAL	25735.9	19.546		7032.9	13,385,722	21,297,418	24,826,953	85.47	128		1,903	3,530	21.155	23.542
	EAST SOUTH CENTRAL														
	Areas under 200,000 Pop.	388.4	.295		103.4	96,232	132,225	152,929	58.92	88		931	1,479	.152	145
136	Paducah, Ky.	166.2	.126	150	45.6	43,429	60,037	67,136	54.59	82	179	952	1,472	.069	.064
146	Vicksburg, Miss.	58.0	.044	189	16.5	20,051	23,262	26,822	33.77	51	191	1,215	1,623	.032	.025
148	Gadsden, Ala.	92.5	.070	174	21.6	19,403	30,840	38,245	97.11	146	186	898	1,771	.030	.036
165	Natchez, Miss.	71.7	.055	184	19.7	13,349	18,086	20,726	55.26	83	193	678	1,052	.021	.020
	Areas 201,000 to 500,000 Pop.	1444.4	1.098		342.3	308,587	473,198	591,444	91.66	137		902	1,728	.488	.561
142	Chattanooga, Tenn.	456.4	.347	74	108.4	132,682	171,780	212,481	60.14	90	98	1,224	1,960	.210	.201
144	Jackson, Miss.	274.0	.208	115	65.1	50,674	83,862	99,836	97.02	146	158	778	1,534	.030	.095
145	Meridian, Miss.	387.6	.295	81	90.6	53,034	91,475	102,589	93.44	140	155	585	1,132	.084	.097
164	Mobile, Ala.	326.4	.248	97	78.2	72,197	126,081	176,538	144.52	217	110	923	2,258	.114	.168
139	Bristol, Tenn. (See South Atlantic)														
	Areas over 500,000 Pop.	8473.6	6.431		2069.2	2,016,398	2,828,741	3,484,615	72.81	109		974	1,684	3.187	3.304
137	Lexington, Ky.	663.5	.503	53	149.4	121,920	178,067	201,364	65.16	98	104	816	1,348	.193	.191
138	Louisville, Ky.	1292.8	.982	27	335.6	427,301	593,451	729,131	70.64	106	36	1,273	2,173	.675	.692

For other data see pages 68 and 76.

The cash registers of local merchants have taught Knoxville retailers that THE JOURNAL is one of the foremost influences in the homes of Knoxville and the A B C trade territory.

JOURNAL pages guide the buying of its readers and assure a demand for the products displayed in its advertising columns.

Manufacturers can also secure profitable results through the columns of THE KNOXVILLE JOURNAL.

For complete information on the increasing sales potential of the Knoxville, Tennessee market write . . .

THE KNOXVILLE JOURNAL

KNOXVILLE, TENN.

Representative: Lorenzen & Thompson, Inc. New York-Chicago and other principal cities.



THE WHISTLES DON'T BLOW IN DETROIT

BACK “befoh’ de wah” screeching factory whistles used to designate the quitting and beginning times in industry. Today the whistles don’t blow in Detroit. There is no starting or stopping time. Planes and tanks and guns and shells just flow on and on, seemingly forever.

Detroit is hammering, blasting, punching, riveting, pounding, grinding out over \$2,000,000 worth of war materials every day—nearly \$15,000,000 worth every week, and with it all goes a \$29,000,000 weekly payroll for labor.

Aside from the glorious spectacle of this thrilling pageant of industrial enterprise, Detroit presents an enticing market for anything that can be sold. Its buying power was never greater (third in America) with a gain over a year ago totaling \$289,945,000. In the Detroit trading area effective buying income is \$3,099,724,000 a gain of 94% over four years ago.

No other more effective or low cost instrument of salesmanship is available to cover this market outside of its only morning newspaper, The Detroit Free Press, reaching over 375,000 families.

The Detroit Free Press

Story, Brooks & Finley, Inc. Natl. Representatives

EVERYBODY IS BUSY IN



KNOXVILLE

KNOXVILLE is not exactly a factory town, but for every 100 factory workers employed here in 1937, there are now 122. That is quite an increase!

Knoxville is not exactly a mining community either, but it is the key city of the largest soft coal production section of the United States.

Knoxville is the shopping center for the employees of the giant Alcoa plant of The Aluminum Com-

pany of America, one of the largest industrial plants of the entire world.


Here in the heart of the TVA country, everybody is busy and spending money comes from diversified sources. Business IS good!

Almost every family in Knoxville (96.8% of them) and an extremely high percentage of all the families in the city and suburban zone read the News-Sentinel.

THE KNOXVILLE NEWS-SENTINEL

A SCRIPPS-HOWARD NEWSPAPER



Area Number	CITY TRADING AREA	POPULATION				EFFECTIVE BUYING INCOME  ESTIMATES									
		1940 (in thousands)	% of U. S. A.	Rank	Families (in thousands)	Dollars 1938 (in thousands)	Dollars 1941 (in thousands)	Dollars 12 mos. end. 9/30/42 (in thousands)	1942 % Gain over 1938	Ratio City to U. S. A. Gain	Rank, Dollars 1942	Per Family 1938 (Dollars)	Per Family 1942 (Dollars)	% of U. S. A. 1938	% of U. S. A. 1942
	EAST SOUTH CENTRAL (Cont'd.)														
140	Knoxville, Tenn.	930.4	.707	40	208.2	200,183	271,287	314,547	57.13	86	74	961	1,511	.316	.298
141	Nashville, Tenn.	944.7	.715	39	233.2	263,196	325,166	381,404	44.91	67	60	1,129	1,636	.416	.362
143	Memphis, Tenn.	2441.8	1.853	12	618.0	563,156	740,412	963,116	71.02	107	23	911	1,558	.390	.913
147	Birmingham, Ala.	1554.0	1.179	17	370.5	325,854	535,556	679,614	108.56	163	39	879	1,834	.515	.644
149	Montgomery, Ala.	646.4	.492	54	154.3	114,788	184,802	215,439	87.68	132	96	744	1,396	.132	.204
	TOTAL—EAST SOUTH CENTRAL	10306.4	7.824		2514.9	2,421,217	3,434,164	4,228,988	74.66	112		963	1,682	3.827	4.010
	WEST NORTH CENTRAL														
	Areas under 200,000 Pop.	607.8	.463		171.3	326,757	372,710	435,303	33.22	50		1,908	2,541	.517	.413
87	Burlington, Iowa	164.3	.125	151	47.1	84,514	88,296	103,809	22.83	34	154	1,794	2,204	.134	.098
88	Cedar Rapids, Iowa	159.3	.121	153	45.6	102,073	116,522	139,663	36.83	55	125	2,238	3,063	.161	.133
91	Ottumwa, Iowa	44.3	.034	191	12.8	26,070	28,739	32,638	25.19	38	190	2,037	2,550	.041	.031
92	Waterloo, Iowa	150.3	.115	156	41.6	72,034	87,516	100,280	39.21	59	156	1,732	2,411	.114	.095
101	Mason City, Iowa	89.6	.068	177	24.2	42,066	51,637	58,913	40.05	60	183	1,738	2,434	.067	.055
	Areas 201,000 to 500,000 Pop.	1890.6	1.433		516.2	750,487	880,768	1,009,580	34.52	52		1,454	1,956	1.186	.957
90	Dubuque, Iowa	244.6	.185	125	64.1	102,871	119,951	137,611	33.77	51	126	1,605	2,147	.163	.130
93	Duluth, Minn.	297.0	.225	108	80.1	176,442	182,854	213,984	21.28	32	97	2,203	2,671	.279	.203
94	Sioux Falls, S. D.	297.4	.226	107	76.0	127,092	145,322	161,117	26.77	40	115	1,672	2,120	.201	.153
96	Lincoln, Neb.	249.2	.187	124	71.4	108,732	119,768	129,923	19.49	29	132	1,523	1,820	.172	.123
103	Springfield, Mo.	390.6	.298	79	106.6	90,244	127,434	147,264	63.18	95	122	847	1,381	.142	.140
104	Joplin, Mo.	207.7	.158	132	58.9	65,370	86,101	100,216	53.31	80	157	1,110	1,701	.103	.095
106	St. Joseph, Mo.	204.1	.154	135	59.1	79,736	99,338	119,465	49.83	75	140	1,349	2,021	.126	.113

For other data see pages 68 and 76.


A TENNESSEE MUST!

- Solid coverage of the complete Knoxville market—40th in U. S. population rank.
- 15 years of constantly improving service.
- Lowest one-cost market coverage.
- Operating on East Tennessee's BEST frequency—620 kilocycles.
- Local features with a PULL.
- Knoxville, home of TVA, employing over 41,000 people. Giant ALCOA plant and other big industries in primary area.
- Carrying most top-rated network programs.
- Regular merchandising service including pre-announcements, window displays, trade letters, movie trailers, and paid newspaper ads.

John Blair & Company
National Representatives

WROL

"NBC For
East Tennessee"

Area Number	CITY TRADING AREA	POPULATION				EFFECTIVE BUYING INCOME  ESTIMATES									
		1940 (in thousands)	% of U. S. A.	Rank	Families (in thousands)	Dollars 1938 (in thousands)	Dollars 1941 (in thousands)	Dollars 12 mos. end. 9/30/42 (in thousands)	1942 % Gain over 1938	Ratio City to U. S. A. Gain	Rank, Dollars 1942	Per Family 1938 (Dollars)	Per Family 1942 (Dollars)	% of U. S. A. 1938	% of U. S. A. 1942
	WEST NORTH CENTRAL (Cont'd.)														
	Areas over 500,000 Pop.....	12193.1	9.261		3318.2	5,708,808	6,928,284	8,185,231	43.38	65		1,720	2,467	9.022	7.762
95	Minneapolis-St. Paul, Minn.....	2749.1	2.088	10	713.1	1,402,038	1,647,259	1,935,606	38.06	57	12	1,966	2,714	2.214	1.835
96	Fargo-Grand Forks, N. D.....	639.4	.487	56	151.7	236,730	270,638	305,146	28.90	43	75	1,561	2,012	.374	.283
97	Sioux City, Iowa.....	609.7	.466	62	161.2	271,384	319,683	358,432	32.08	48	63	1,684	2,224	.429	.340
99	Omaha, Neb.....	1231.2	.934	29	333.3	534,549	614,784	739,974	38.43	58	34	1,604	2,220	.845	.702
100	Des Moines, Iowa.....	1058.8	.804	35	295.5	500,771	564,341	649,734	29.75	45	41	1,695	2,199	.792	.619
102	St. Louis, Mo.....	3024.3	2.294	7	833.5	1,407,672	1,815,372	2,185,085	55.23	83	11	1,689	2,622	2.225	2.072
105	Kansas City, Mo.....	2270.6	1.725	13	657.0	1,076,854	1,322,068	1,525,651	41.68	63	14	1,639	2,322	1.702	1.447
107	Wichita, Kans.....	610.0	.463	61	172.9	278,810	374,139	485,603	74.17	111	49	1,613	2,809	.441	.461
	TOTAL—WEST NORTH CENTRAL.....	14691.5	11.157		4005.7	6,786,052	8,181,762	9,630,114	41.91	63		1,694	2,404	10.725	9.132

For other data see pages 68 and 76.



KSTP covers this rich, sales producing area. Your advertising message will receive an audience "Priority Rating" among the thousands of members of KSTP's fraternity of long and loyal listeners.

—and don't forget our "Planalyzed Promotion" Service.

The Twin Cities Market Area Soars to \$1,935,606,000.00

National defense allocations plus the usual rich farm income now reach an all-time record. Nearly a 300 million dollar increase in 1941 over 1940, in spendable money income.

KSTP EXCLUSIVE NBC AFFILIATE
FOR THE TWIN CITIES

MINNEAPOLIS • SAINT PAUL

50,000 WATTS — CLEAR CHANNEL

INCOME — GAINING OVER A MILLION DOLLARS EVERY WEEK:

DALLAS: \$331,472,000

Effective Buying Income for the year ending Sept. 30, 1942

— a gain of \$69,670,000 over 1941 — actually about

\$1,339,000 every single week over the past 12 months.

In the DALLAS ABC RETAIL TRADING ZONE

The TIMES HERALD offers 34.3%* more coverage than any other newspaper.


*based on Publisher's Statement
6 mos. ending 3-31-42

The TIMES HERALD carries 44.4%* more display advertising than any other newspaper.

*based on Media Records, Inc.
8 months ending 8-31-42

DALLAS TIMES HERALD

represented by THE BRANHAM COMPANY

Area Number	CITY TRADING AREA	POPULATION				EFFECTIVE BUYING INCOME  ESTIMATES									
		1940 (in thousands)	% of U. S. A.	Rank	Families (in thousands)	Dollars 1938 (in thousands)	Dollars 1941 (in thousands)	Dollars 12 mos. end. 9/30/42 (in thousands)	1942 % Gain over 1938	Ratio City to U. S. A. Gain	Rank, Dollars 1942	Per Family 1938 (Dollars)	Per Family 1942 (Dollars)	% of U. S. A. 1938	% of U. S. A. 1942
	WEST SOUTH CENTRAL														
	Areas under 200,000 Pop.	480.9	.364		128.1	249,865	290,906	342,324	37.00	55		1,951	2,672	.395	.325
157	Amarillo, Texas	150.1	.112	157	41.3	94,955	109,404	125,566	32.24	48	135	2,299	3,040	.150	.119
158	Wichita Falls, Texas	152.0	.116	155	41.1	78,352	89,242	110,452	40.97	61	149	1,906	2,687	.124	.105
162	Austin, Texas	178.8	.136	144	45.7	76,558	92,260	106,306	38.88	58	152	1,675	2,326	.121	.101
	Areas 201,000 to 500,000 Pop.	1482.5	1.122		380.7	524,830	621,016	732,068	39.49	59		1,379	1,923	.823	.694
150	Fort Smith, Ark.	318.2	.241	99	81.0	76,436	92,730	116,215	52.04	78	142	944	1,435	.121	.110
155	Texarkana, Tex.-Ark.	209.3	.160	130	53.7	45,700	61,606	74,157	62.27	93	175	851	1,381	.072	.071
156	Waco, Texas	265.1	.200	118	70.1	103,161	108,642	132,971	28.90	43	130	1,472	1,897	.163	.126
160	Beaumont, Texas	309.6	.233	101	81.1	138,603	160,625	188,157	35.75	54	106	1,709	2,320	.219	.178
174	El Paso, Texas	380.3	.288	82	94.8	160,930	197,413	220,568	37.06	56	95	1,698	2,327	.254	.209
	Areas over 500,000 Pop.	10847.3	8.245		2796.9	4,035,848	4,749,949	5,701,028	41.26	62		1,443	2,038	6.379	5.406
151	Little Rock, Ark.	1053.8	.802	36	266.7	250,783	308,938	351,291	40.08	60	65	940	1,317	.396	.333
152	Oklahoma City, Okla.	1410.3	1.071	22	367.7	546,996	577,933	680,504	24.41	37	38	1,488	1,851	.664	.645
153	Tulsa, Okla.	639.7	.485	55	167.9	294,386	294,242	359,885	22.24	33	62	1,753	2,143	.465	.341
154	Dallas, Texas	1368.3	1.056	23	371.4	566,311	684,825	841,283	48.55	73	27	1,525	2,265	.895	.798
159	Fort Worth, Texas	1218.5	.927	30	331.1	560,810	673,265	820,921	46.38	70	30	1,694	2,479	.887	.778
161	Houston, Texas	1462.7	1.113	21	384.7	649,187	686,258	843,108	29.87	45	26	1,688	2,192	1.026	.800
163	San Antonio, Texas	1143.4	.868	33	276.6	454,719	538,122	624,650	37.37	56	43	1,644	2,258	.719	.592
166	New Orleans, La.	1684.1	1.279	16	418.0	478,882	683,919	821,235	71.49	107	29	1,146	1,965	.757	.779
167	Shreveport, La.	846.5	.644	43	212.8	233,774	302,447	358,171	53.21	80	64	1,099	1,683	.370	.340
	TOTAL—WEST SOUTH CENTRAL	12810.7	9.731		3305.7	4,810,543	5,661,871	6,775,420	40.85	61		1,455	2,050	7.603	6.425

For other data see pages 68 and 76.

TULSA... *the bright spot of Oklahoma!*

POPULATION

11% UP
SINCE 1940

—Based on War Ration Books

SPENDABLE INCOME

25% UP
SINCE 1941

—Sales Management

RETAIL SALES


21% UP
SINCE 1941

—Okla. Tax Commission

★ \$300,000,000 IN WAR PROJECTS
IN TULSA MAGIC EMPIRE

★ REPRESENTED BY THE
BRANHAM COMPANY



Area Number	CITY TRADING AREA	POPULATION				EFFECTIVE BUYING INCOME  ESTIMATES									
		1940 (in thou- sands)	% of U. S. A.	Rank	Families (in thou- sands)	Dollars 1938 (in thou- sands)	Dollars 1941 (in thou- sands)	Dollars 12 mos. end. 9/30/42 (in thou- sands)	1942 % Gain over 1938	Ratio City to U. S. A. Gain	Rank, Dollars 1942	Per Family 1938 (Dollars)	Per Family 1942 (Dollars)	% of U. S. A. 1938	% of U. S. A. 1942
	MOUNTAIN														
	Areas under 200,000 Pop.	824.6	.626		234.3	404,881	566,833	651,384	60.88	91		1,728	2,780	.640	.617
168	Billings, Mont.	139.4	.105	161	38.4	60,648	80,683	91,225	50.42	76	159	1,579	2,376	.096	.086
169	Butte, Mont.	197.0	.151	137	59.2	108,745	150,897	173,918	59.93	90	111	1,837	2,938	.172	.165
170	Great Falls, Mont.	162.4	.124	152	45.6	85,718	118,114	134,987	57.48	86	129	1,880	2,960	.135	.128
177	Boise, Ida.	176.0	.133	146	48.8	70,647	97,531	115,213	63.08	95	145	1,448	2,361	.112	.109
179	Reno, Nev.	66.5	.051	185	20.9	43,564	66,515	75,239	72.71	109	172	2,084	3,600	.069	.071
186	Tucson, Ariz.	82.3	.062	181	21.4	35,559	53,093	60,802	70.99	106	180	1,662	2,841	.056	.058
	Areas 201,000 to 500,000 Pop.	622.1	.473		157.2	233,994	299,677	358,379	53.16	80		1,489	2,280	.370	.340
173	Albuquerque, N. M.	276.3	.211	113	66.6	86,722	110,520	125,850	45.12	68	134	1,302	1,890	.137	.119
185	Phoenix, Ariz.	345.8	.262	92	90.6	147,272	189,157	232,529	57.89	87	93	1,626	2,567	.233	.221
	Areas over 500,000 Pop.	2298.8	1.746		618.3	1,036,270	1,311,206	1,546,977	49.28	74		1,676	2,502	1.637	1.467
171	Salt Lake City, Utah	610.8	.615	45	206.6	363,051	454,890	544,937	50.10	75	47	1,757	2,638	.574	.517
172	Denver, Colo.	1488.0	1.131	20	411.7	673,219	856,316	1,002,040	48.84	73	22	1,635	2,434	1.063	.950
	TOTAL—MOUNTAIN	3745.5	2.845		1009.8	1,675,145	2,177,716	2,556,740	52.63	79		1,659	2,532	2.647	2.424

For other data see pages 63 and 76.

The Powerful Advertising Influence of the Southwest

Use WOAI to blanket Central and South Texas—
at lowest cost per listener. Latest Hooper figures
for the three key cities show WOAI's predominant
position in this rich market.

CLEAR CHANNEL
50,000 WATTS

Represented Nationally by
EDWARD PETRY & CO., Inc.



LATEST HOOPER STATION LISTENING INDEXES San Antonio—Austin—Corpus Christi (Midsummer 1942)

SAN ANTONIO Total Index 8 A. M.—10:30 P. M.	WOAI	Station "B"	Station "C"	Station "D"	Station "E"	Others
	50.6	19.7	12.9	10.7	5.9	.2
AUSTIN Total Index 8 A. M.—10:30 P. M.	WOAI	Station "F"	Station "G"	Station "H"	Station "I"	Others
	47.7	29.5	12.7	2.8	2.5	4.8
CORPUS CHRISTI Total Index 8 A. M.—10:30 P. M.	WOAI	Station "J"	Station "K"	Station "L"	Station "M"	Others
	26.5	46.4	21.4	2.8	.5	2.4

*Local stations.

PUT IT ON YOUR CHRISTMAS LIST

One of these days you're going to find yourself in the annual dither that torments business men in the months just before Christmas. You're going to start wondering what you can get for Joe (and Harry and George and Jim and all the rest of the boys . . . customers, prospects, men in the home and branch offices and, this year, the boys who have tossed aside the portfolio for a rifle).

Your secretary knows too well just how it is. Days and weeks go by, Christmas moves nearer relentlessly . . . and you're still trying to think of something that's new, different, something you can be sure Joe or Jim or Harry doesn't already have.

It's going to be quite a search this year, with the list of available merchandise offering fewer selections than other years. . . . Here's tip that will save plenty of headaches. Put the Sales Management Book of Cartoons on your Christmas list. You'll find your problem amazingly simplified.

We've taken the hits from 130 issues of SALES MANAGEMENT—more than 70 cartoons—and assembled them in a grand laugh riot . . . bound them in a handsome, sturdy format worthy of a place in your home or office library, tough enough to stand the strain of rough handling in company get-together's or Army barracks.

-----YOUR CARTOON BOOK ORDER BLANK-----

Sales Management, Inc., 386 Fourth Avenue, New York, N. Y.

Gentlemen:— Put us down for copies of SALES MANAGEMENT'S BOOK OF CARTOONS.

PRICES:—

\$2.00 for single copy


1.50 per copy up to 12 copies

1.10 " " 12 to 100 copies

.90 " " 100 or more copies

— Check enclosed — Send invoice

(All bills rendered company unless otherwise requested)

Area Number	CITY TRADING AREA	POPULATION				EFFECTIVE BUYING INCOME  ESTIMATES									
		1940 (in thou- sands)	% of U. S. A.	Rank	Families (in thou- sands)	Dollars 1938 (in thou- sands)	Dollars 1941 (in thou- sands)	Dollars 12 mos. end. 9/30/42 (in thou- sands)	1942 % Gain over 1938	Ratio City to U. S. A. Gain	Rank, Dollars 1942	Per Family 1938 (Dollars)	Per Family 1942 (Dollars)	% of U. S. A. 1938	% of U. S. A. 1942
	PACIFIC COAST														
	Areas under 200,000 Pop.														
181	Stockton, Calif.	142.4	.108	159	39.4	70,041	112,247	135,232	93.08	140	127	1,778	3,432	.111	.128
	Areas 201,000 to 500,000 Pop.	1077.1	.819		318.1	544,538	953,191	1,171,265	115.09	173		1,712	3,682	.860	1.111
180	Fresno, Calif.	344.3	.262	93	95.4	142,722	258,765	330,151	131.32	197	70	1,496	3,461	.226	.313
182	Sacramento, Calif.	443.4	.337	75	132.5	228,725	404,300	431,169	88.51	133	54	1,726	3,254	.361	.409
187	San Diego, Calif.	289.4	.220	111	90.2	173,091	290,126	409,945	136.84	205	57	1,919	4,545	.273	.388
	Areas over 500,000 Pop.	8726.70	6.628		2717.2	5,401,764	7,859,139	9,278,436	71.77	108		1,988	3,415	8.537	8.798
175	Seattle, Wash.	1267.4	.961	28	398.9	746,373	1,085,213	1,416,823	89.83	135	17	1,871	3,552	1.180	1.343
176	Spokane, Wash.	531.0	.405	65	155.6	272,759	383,773	429,814	57.58	86	55	1,753	2,762	.431	.408
178	Portland, Ore.	1196.1	.909	31	369.5	626,486	871,186	1,045,257	66.84	100	21	1,695	2,829	.990	.991
183	San Francisco, Calif.	2162.2	1.641	14	671.6	1,478,014	2,192,526	2,495,577	68.85	103	10	2,201	3,716	2.336	2.366
183A/	Oakland, Calif.	613.5	.466	60	195.0	407,522	599,456	749,852	84.00	126	33	2,090	3,845	.644	.711
184	Los Angeles, Calif.	3570.0	2.712	4	1121.6	2,278,132	3,326,441	3,890,965	70.80	106	4	2,031	3,469	3.600	3.690
	TOTAL—PACIFIC COAST	9946.2	7.555		3074.7	6,016,343	8,924,577	10,584,933	75.94	114		1,957	3,443	9.508	10.037
	TOTAL U. S. A.	131669.3	100.000		34853.3	63,274,609	91,119,967	105,456,814	66.67	100		1,815	3,026	100.00	100.000
	Honolulu (All Islands)	423.3			90.8	232,692	380,512	449,655a	93.24	140		2,563b	4,952b		

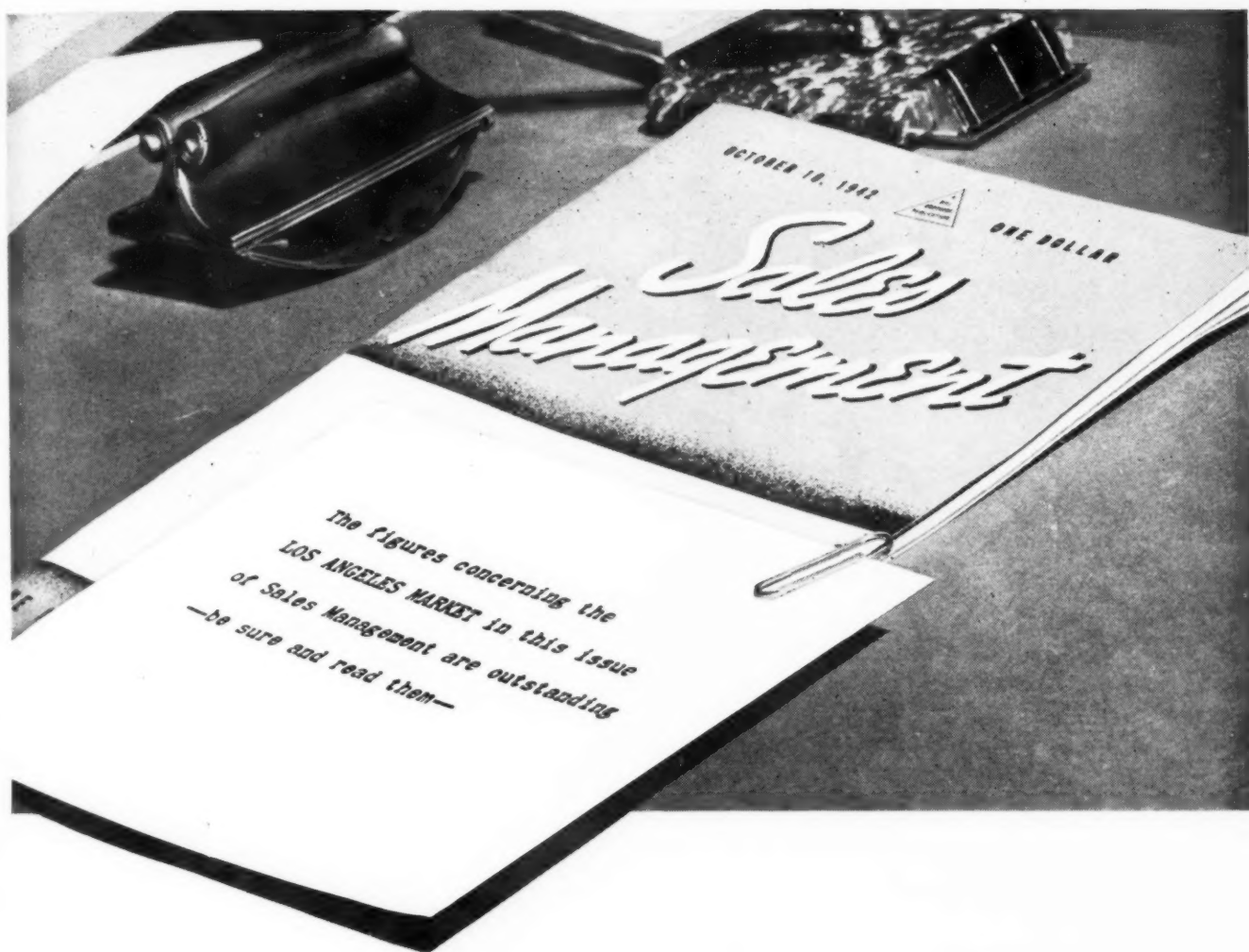
— Figures also combined under San Francisco.

a—Income figures for three years include payments to military personnel.

b—Total income divided by civil personnel.

REQUIRED READING

**FOR SALES MANAGERS AND SPACE
BUYERS LOOKING FOR A SUPER MARKET**



The outstanding newspaper in this outstanding market is the Los Angeles Times—first in the field in every classification of advertising! Plus the largest Home Delivered Circulation on the Pacific Coast.

LOS ANGELES TIMES

Represented by **WILLIAMS, LAWRENCE & CRESMER**
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

INCOME JUMPS MORE THAN A MILLION A WEEK IN THESE CITIES

In every one of 37 cities Effective Buying Income has jumped one million dollars or more each average 1942 week (12 months to September 30) over similar 1941 weeks.

The total annual gain in these 37 cities runs to \$5,538,584,000, or \$106,511,230 per average week.

EFFECTIVE BUYING INCOME GAIN, 1942 OVER 1941, IN THOUSANDS SM ESTIMATE

FAR WEST		New Orleans	75,216	EAST NORTH CENTRAL		Baltimore	197,145
Los Angeles	\$307,730	Dallas	69,670	Chicago	\$609,445	MIDDLE ATLANTIC	
Seattle	164,204	WEST NORTH CENTRAL		Detroit	289,945	New York	\$742,093
San Francisco	135,789	St. Louis	\$205,007	Cleveland	211,215	Philadelphia	329,282
San Diego	118,688	Minneapolis	107,897	Milwaukee	135,064	Buffalo	90,232
Oakland	112,562	Kansas City	71,353	Cincinnati	132,825	Pittsburgh	89,721
Portland	98,943	St. Paul	55,334	Indianapolis	111,464	Newark	77,413
Honolulu	84,155	EAST SOUTH CENTRAL		Akron	65,233	NEW ENGLAND	
Long Beach	84,042	Louisville	\$75,695	Toledo	64,100	Boston	\$96,533
WEST SOUTH CENTRAL		Memphis	75,221	Columbus	60,369	Providence	81,942
Houston	\$77,778	Birmingham	54,920	SOUTH ATLANTIC		Hartford	65,377
				Washington	\$245,351		



PICTOGRAPH BY
Sales Management

10-10-42

SEATTLE

COAST

COVERAGE!

COVER THE COAST THE PICTORIAL REVIEW WAY

This single medium reaches more than half the entire population of California and Western Washington.

Its 1,375,000 circulation covers 50% more Coast homes than its competitive Sunday newspapers.

EFFECTIVE BUYING POWER

According to Sales Management the Pacific Coast's Effective Buying Power is now 33% higher than the nation's average.

PICTORIAL REVIEW

This advertising medium offers you color or black and white—the greatest coverage—lowest milline—one order—one billing—staggered dates to suit your local sales efforts in each market if you desire.

PICTORIAL REVIEW

PACIFIC COAST SUNDAY GROUP

CIRCULATION . . . OVER 1,375,000

San Francisco Examiner

Los Angeles Examiner

Seattle Post Intelligencer

Represented Nationally by the RODNEY E. BOONE ORGANIZATION

New York
Detroit

Chicago
Pittsburgh

Boston
Baltimore

San Francisco
Los Angeles

Philadelphia
Seattle

**Buffalo's
Most Powerful
Transmitter Plant**

...makes

WKBW

BASIC COLUMBIA • 1520 K. C.

**BUFFALO'S ONLY
50,000
WATT STATION**

Blanketing 11 Eastern Seaboard
States. 227,000 Square Miles.
Over 12,000,000 people.

...gives

WGR

BASIC MUTUAL • 550 K. C.

**BUFFALO'S LARGEST
REGIONAL COVERAGE**

5000 Watts by Day. 1000 Watts
Directionally Intensified by Night.



Current Effective Buying Income—For Cities with City-Zone Populations over 100,000

Here, listed alphabetically and by rank are SALES MANAGEMENT'S exclusive estimates showing what has happened to Effective Buying Income since Pearl Harbor. The dollar figures show comparisons of 12-months incomes in 1941 and 1942. The listing is confined to major cities whose city-zone population (newspaper carrier limit) exceeded 100,000 in the 1940 census. Excluded are about a dozen suburbs of the larger cities.

CITY	Effective Buying Income, Dollars in Thousands, 12 months ending 9/30/41 Estimate	Effective Buying Income, Dollars in Thousands, 12 months ending 9/30/42 Estimate	RANK		Gain in Thousands of Dollars, 1942 over 1941
			1941	1942	
Akron, Ohio.....	242,116	307,349	35	33	65,233
Albany, N. Y.....	124,691	133,752	65	71	9,061
Allentown, Pa.....	84,811	98,368	91	95	13,557
Atlanta, Ga.....	229,046	274,811	36	40	45,765
Atlantic City, N. J.....	82,601	90,164	94	100	8,563
Baltimore, Md.....	858,265	1,055,410	9	9	197,145
Binghamton, N. Y.....	64,408	75,992	109	110	11,584
Birmingham, Ala.....	175,088	230,008	47	45	54,920
Boston, Mass.....	802,831	899,364	10	11	96,533
Bridgeport, Conn.....	173,804	210,298	48	48	36,494
Buffalo, N. Y.....	476,116	566,348	16	17	90,232
Camden, N. J.....	103,411	124,630	77	76	21,219
Canton, Ohio.....	101,004	122,210	79	77	21,206
Charlotte, N. C.....	91,026	109,263	86	85	18,237
Chattanooga, Tenn.....	89,682	113,022	89	80	22,340
Chicago, Ill.....	3,386,042	3,995,487	2	2	609,445
Cincinnati, Ohio.....	532,182	665,007	14	14	132,825
Cleveland, Ohio.....	960,413	1,171,628	6	7	211,215
Columbus, Ohio.....	302,119	362,488	27	27	60,369
Dallas, Texas.....	261,802	331,472	32	32	69,670
Davenport, Iowa.....	62,842	72,964	110	112	10,122
Dayton, Ohio.....	206,398	251,329	41	41	44,931
Denver, Colo.....	253,811	304,561	33	35	50,750
Des Moines, Iowa.....	151,898	180,887	54	52	28,989
Detroit, Mich.....	1,811,975	2,101,920	3	3	289,945
Duluth, Minn.....	70,011	84,389	105	105	14,378
Elizabeth, N. J.....	110,834	128,446	71	73	17,612
El Paso, Texas.....	69,119	78,104	106	107	8,985
Erie, Pa.....	90,213	112,561	87	82	22,348
Evansville, Ind.....	93,402	109,278	83	84	15,876
Fall River, Mass.....	77,006	92,400	99	99	15,394
Flint, Mich.....	154,602	171,606	52	56	17,004
Fort Wayne, Ind.....	119,611	148,812	68	63	29,201
Fort Worth, Texas.....	159,846	204,806	51	49	44,960
Gary, Ind.....	94,126	110,928	82	83	16,802
Grand Rapids, Mich.....	175,209	199,508	46	51	24,299
Hammond, Ind.....	59,116	69,037	113	115	9,921
Harrisburg, Pa.....	84,289	100,816	92	91	16,527
Hartford, Conn.....	218,111	283,488	39	39	65,377
Hoboken, N. J.....	54,291	66,789	116	116	12,498
Holyoke, Mass.....	48,317	59,509	120	120	11,192
Honolulu*, Hawaii.....	365,500	449,655	21	21	84,155
Houston, Texas.....	301,486	379,264	28	25	77,778
Huntington, West Va.....	57,041	64,981	114	117	7,940
Indianapolis, Ind.....	446,036	557,500	18	19	111,464

*All Islands.



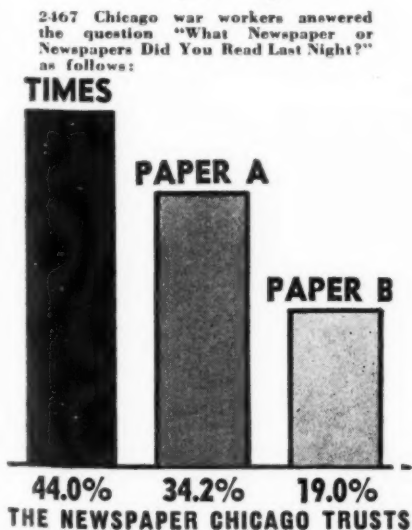
IN the great production hive of the Chicago area, the thousands of busy workers mean business for anyone with merchandise to sell.

Approximately 4 billion dollars of war contracts and sub-contracts have already been placed in this area. Much of this work calls for highly skilled technicians at consequently higher wages. Evidence of this is shown in the Illinois Department of Labor Report for the Chicago Metropolitan area for June 1942. This report, based on index numbers using the years 1935-39 as 100, shows:

EMPLOYMENT 139.0—PAYROLLS 201.9.

In order to ascertain which evening newspaper was being most widely read by these war workers, Ross Federal Research Corporation, during June, conducted a survey among six of the largest plants employing some 63,000 people. The results are shown in the chart at the left.

This rich, booming market is most easily and economically reached through The TIMES. It offers the largest evening readership in the city at one of the lowest rates per thousand for evening newspapers in America.



THE TIMES

CHICAGO'S PICTURE NEWSPAPER

NATIONAL REPRESENTATIVES

R.J. BIDWELL
SAN FRANCISCO

SAWYER-FERGUSON-WALKER CO.
NEW YORK DETROIT CHICAGO

N. ANGIER
ATLANTA



Bill Baldwin of KSO interviews James Lewis, Des Moines grocer, on the Crescent Guest-of-Honor broadcast.

"We want our broadcasting to help our dealers build business on many items besides our own."

With that objective, the Crescent Macaroni & Cracker Company started a 13-week test program in March, 1941.

The result? Eighty weeks later, Crescent Guest-of-Honor broadcasts are still running on KSO, three times every week.

Over and over again, KSO and KRNT have proved they can "carry the ball" for advertisers using radio adequately. KSO and KRNT are near-twins. Both have 5,000 watts, full time — basic network affiliation — strong trade-recognition — fine records of sales accomplishment.

With Iowa farm-income at a new high ... with war production adding millions to Des Moines payrolls ... it's well for you to have KSO and/or KRNT on the job, increasing your sales to Iowa's No. 1 market—Des Moines and its extensive trading area.



Affiliated with the Des Moines Register & Tribune

Represented by The Katz Agency

Current Effective Buying Income—For Cities with City-Zone Populations over 100,000

(Continued from page 68)

CITY	Effective Buying Income, Dollars in Thousands, 12 months ending 9/30/41 SM Estimate	Effective Buying Income, Dollars in Thousands, 12 months ending 9/30/42 SM Estimate	RANK		Gain in Thousands of Dollars, 1942 over 1941
			1941	1942	
Jacksonville, Fla.	130,029	143,882	61	66	13,853
Jersey City, N. J.	271,010	301,652	30	36	30,642
Johnstown, Pa.	53,168	63,899	118	118	10,731
Kansas City, Kans.	78,241	93,841	96	97	15,600
Kansas City, Mo.	375,611	446,964	20	22	71,353
Knoxville, Tenn.	73,042	87,611	104	103	14,569
Lancaster, Pa.	62,224	72,724	111	113	10,500
Lansing, Mich.	77,904	93,482	98	98	15,578
Little Rock, Ark.	51,211	61,448	119	119	10,237
Long Beach, Cal.	215,642	299,684	40	38	84,042
Los Angeles, Cal.	1,619,832	1,927,562	5	5	307,730
Louisville, Ky.	302,814	378,509	26	26	75,695
Lowell, Mass.	91,192	103,953	85	88	12,761
Lynn, Mass.	92,816	105,792	84	86	12,976
Memphis, Tenn.	225,162	300,383	38	37	75,221
Miami, Fla.	152,007	164,160	53	59	12,153
Milwaukee, Wis.	590,214	725,278	13	12	135,064
Minneapolis, Minn.	469,116	577,013	17	16	107,897
Mobile, Ala.	55,022	77,911	115	108	21,889
Nashville, Tenn.	142,691	174,461	57	54	31,770
Newark, N. J.	483,911	561,324	15	18	77,413
New Bedford, Mass.	87,614	100,741	90	92	13,127
New Haven, Conn.	201,915	251,257	42	42	49,342
New Orleans, La.	341,902	417,118	22	24	75,216
New York, N. Y.	7,411,823	8,153,916	1	1	742,093
Norfolk, Va.	132,061	166,338	60	58	34,277
Oakland, Cal.	340,802	453,364	23	20	112,562
Oklahoma City, Okla.	142,619	171,128	58	57	28,509
Omaha, Nebr.	171,611	212,784	49	47	41,173
Pasadena, Cal.	109,383	122,087	73	78	13,704
Passaic, N. J.	53,226	71,826	117	114	18,600
Paterson, N. J.	119,612	161,468	67	60	41,856
Pawtucket, R. I.	73,111	87,728	103	102	14,617
Peoria, Ill.	109,652	127,943	72	74	18,291
Philadelphia, Pa.	1,735,286	2,064,568	4	4	322,282
Phoenix, Ariz.	59,804	77,142	112	109	17,338
Pittsburgh, Pa.	601,429	691,150	12	13	89,721
Portland, Ore.	331,444	430,387	24	23	98,943
Providence, R. I.	273,226	355,168	29	28	81,942
Reading, Pa.	95,611	104,264	81	87	8,653
Richmond, Va.	193,027	239,328	44	43	46,310
Rochester, N. Y.	302,816	354,256	25	29	51,440
Rockford, Ill.	76,071	98,631	100	95	22,560
Rock Island-Moline & East Moline, Ill.	80,006	98,938	94	93	18,932
Sacramento, Cal.	127,402	138,861	63	69	11,459
St. Louis*, Mo.	932,041	1,137,048	8	8	205,007
St. Paul, Minn.	251,618	306,952	34	34	55,334
Salt Lake City, Utah	124,889	151,008	64	62	26,119
San Antonio, Texas	181,246	217,224	45	46	35,978
San Diego, Cal.	227,881	346,569	37	30	118,688
San Francisco, Cal.	799,042	934,831	11	10	135,789
Schenectady, N. Y.	90,113	103,588	88	89	13,475
Scranton, Pa.	107,607	125,198	74	75	17,591
Seattle, Wash.	443,802	608,006	19	15	164,204

*City and county.

SALES MANAGEMENT

DETROIT, Michigan.

FIRST CITY In America In Yearly Family Average Income...

In this issue of Sales Management Magazine is revealed the interesting and vital fact that Detroit—with a \$4,306 yearly family average income—is the **HIGHEST** income area in the United States. In the past year, October 1 to October 1, the yearly family income of the Detroit area has **INCREASED 94.14%**. All of which is a direct reflection of the vast production schedules of armament equipment in Detroit—the Arsenal of Democracy—and the time cards of Detroit's famed skilled mechanics working full time and overtime, 24 hours a day and seven days a week. That's why business is good in Detroit. That's why Detroit is the top ranking A-1 market in America today.

The DETROIT TIMES

Detroit's Most Interesting Newspaper.

HALF—51.2% to be exact—of this **RICHEST** market in America is **THE DETROIT TIMES MARKET**. **HALF** the families in this area read The Detroit Times because they **LIKE** The Detroit Times—an alert, progressive newspaper with modern features, famous writers and authentic information on local, national and international affairs. Tell the story of your product in Detroit's **MOST INTERESTING** newspaper. **INTEREST IS A THING WHICH CREATES SALES—PLUS.**

With the SECOND LARGEST ABC Recognized HOME DELIVERED Circulation In America

The Detroit Times is now being read by **MORE** Detroiters than **EVER** before and is now being **HOME DELIVERED** to **MORE** Detroit homes than **EVER** before. The Detroit Times has the **SECOND LARGEST ABC** recognized **HOME DELIVERED** circulation in the United States—and is **69.4% HOME DELIVERED** in the retail trading area. The **RICHEST, HIGHEST** family income area in America. No wonder The Detroit Times has shown **CONSISTENT ADVERTISING GAINS** all summer long—and Times advertisers **CONSISTENTLY INCREASING SALES.**

REPRESENTED Nationally By The ★ ★ ★ ★
★ ★ ★ ★ ★ RODNEY E. BOONE Organization.

Forewarned and **FOREARMED** for \$1 a Year

For only \$1 a year you can get a picture of retail sales trends in nearly 200 large cities 80 days before the conditions actually develop.

As a special service **SALES MANAGEMENT** will mail, each month, 20 days in advance of publication, a mimeographed list giving estimates of retail sales volume and percentages for these cities.

The forecasts, based on an exclusive, rigidly tested formula, show: (1) the rate of gain for each city over the same period a year ago; (2) its relation to the national gain; (3) the dollar and cents gain.

There is no limit to the number of copies you may obtain—for yourself or key men in your organization. One dollar for each name you designate brings this service for a year.

SALES MANAGEMENT

386 Fourth Avenue
New York, N. Y.

Current Effective Buying Income—For Cities with City-Zone Populations over 100,000

(Continued from page 70)

CITY	Effective Buying Income, Dollars in Thousands, 12 months ending 9/30/41 SYM Estimate	Effective Buying Income, Dollars in Thousands, 12 months ending 9/30/42 SYM Estimate	RANK		Gain in Thousands of Dollars, 1942 over 1941
			1941	1942	
Shreveport, La.....	78,214	95,404	97	96	17,190
South Bend, Ind.....	97,888	112,585	80	81	14,697
Spokane, Wash.....	138,402	160,544	59	61	22,142
Springfield, Mass.....	143,606	176,628	56	53	33,022
Syracuse, N. Y.....	199,811	236,718	43	44	36,907
Tacoma, Wash.....	103,046	136,991	78	70	33,945
Tampa, Fla.....	75,324	88,101	102	101	12,777
Toledo, Ohio.....	269,461	333,561	31	31	64,100
Trenton, N. J.....	113,724	130,755	70	72	17,031
Troy, N. Y.....	65,888	74,746	108	111	8,858
Tulsa, Okla.....	115,042	144,933	69	64	29,891
Utica, N. Y.....	83,009	102,918	93	90	19,909
Washington, D. C.....	943,711	1,189,062	7	6	245,351
Waterbury, Conn.....	120,110	144,361	66	65	24,251
Wichita, Kansas.....	104,561	143,075	75	68	38,514
Wilkes-Barre, Pa.....	75,903	87,285	101	104	11,382
Wilmington, Del.....	103,634	119,140	76	79	15,506
Winston-Salem, N. C.....	66,834	80,689	107	106	13,855
Worcester, Mass.....	164,822	202,704	50	50	37,882
Yonkers, N. Y.....	129,061	143,197	62	67	14,136
Youngstown, Ohio.....	143,802	172,561	55	55	28,759

(For other current statistical data see "Interim Study of Effective Buying Income for 1942," page 33, and "1942 Populations of 229 Major Cities," page 78.)

145%* **Increase In BUYING POWER**

Second Largest Increase in U. S. Markets

*Your profits, too, will grow when
your sales story is heard over W S V A*

★ ★ ★

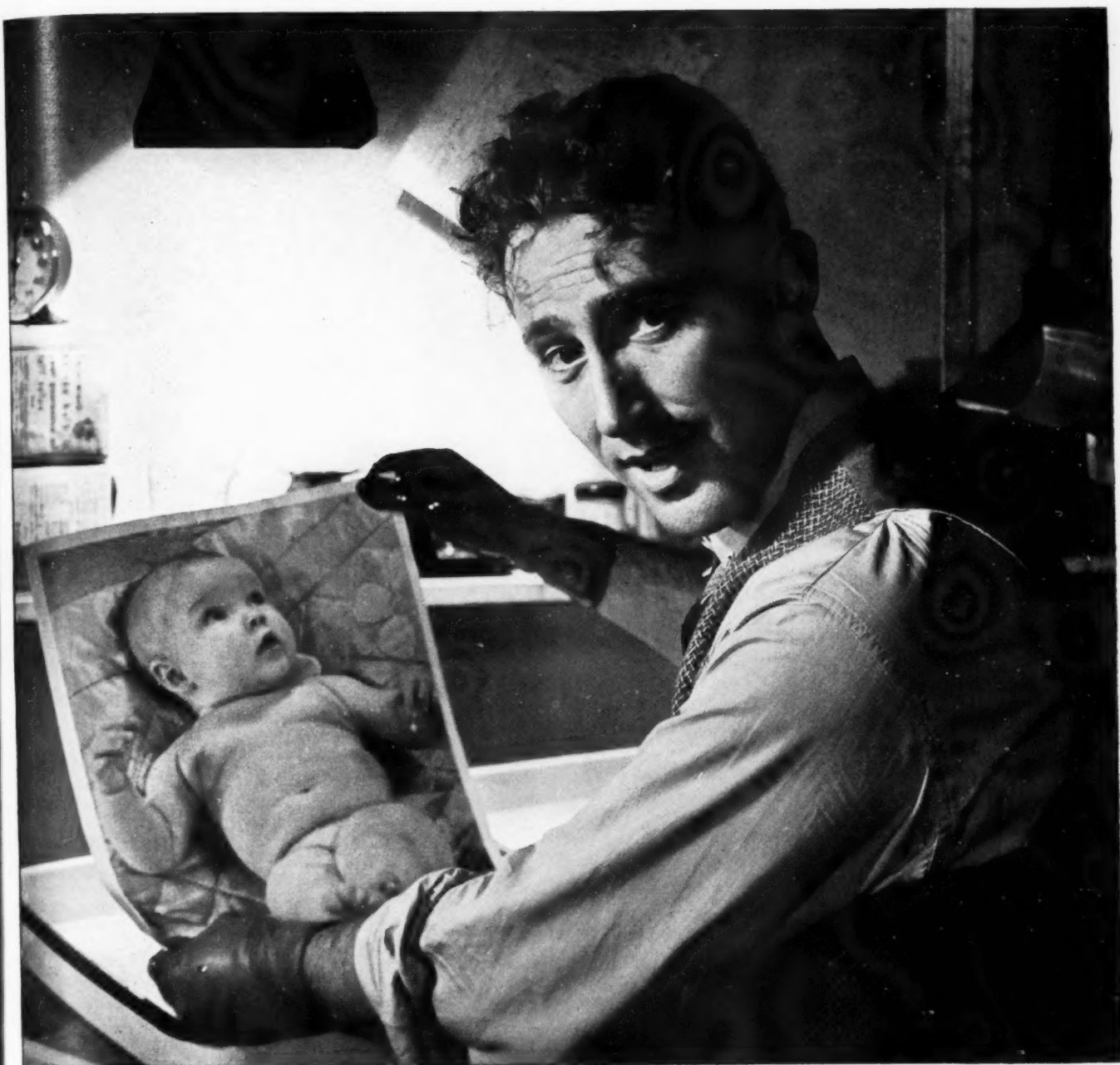
AS TURKEYS, POULTRY, AND APPLE TREES GROW,
SO GROWS THE PURCHASING POWER OF THE PEOPLE
OF THE SHENANDOAH VALLEY OF VIRGINIA

*See Pictograph on page 62 of this issue.

-W S V A-

Shenandoah Valley Broadcasting Corp.
Harrisonburg, Virginia

1000 watts on Radio's Ideal Freq., 550 Kc.
Represented Nationally by Howard H. Wilson Co.



But when you get right down to bedrock you'll usually find they all agree on this: that LIFE has created a way of bringing them the story of the world they live in—and are fighting for—a story that is more interesting and informative than anything else they can buy. By making it easy to understand the things that must be understood to make democracy work, LIFE serves as a powerful force for holding millions of people together in thought and action.

Because LIFE means so much to so many people, it has become the nation's first magazine in which to advertise goods and present unusual and new business messages born of wartime conditions.

OCTOBER 10, 1942

LIFE

**"America's Most Potent
Editorial Force"**

[75]

City Population Estimates

As Of August 1, 1942

THE following list of cities contains all of the 229 for which Effective Buying Income figures appear in either city-boundary or the trading-area sections of this issue. The count shows a population gain, 1942 over 1940, of 4,726,282 civilian persons.

The revised population figures have

not been used in computing new per family income totals because they are local *estimates*, and for the sake of uniformity it seems desirable to continue the use of official 1940 census figures as a measuring rod.

However, these local estimates have been made with extreme care and conservatism, and should be valuable as

a workable rule-of-thumb guide to population shifts.

Most of the estimates were supplied to SALES MANAGEMENT by Chambers of Commerce. Methods of making estimates varied from city to city, but most of the Chambers of Commerce use such factors as:

- Registrations for sugar rationing
- Installations of public utility companies
- Losses owing to draft and enlistments
- Census by board of assessors
- Housing authorities
- State and city planning and engineering boards
- City directories, current
- Medical boards

Very few of the net gains claimed are large—which is in itself a sign of conservatism—and a surprisingly large number show either no gain or a net loss. Probably the most distasteful job which a secretary of a Chamber of Commerce ever has to do is to admit a population loss in his city. That so many did admit a loss or claimed no gain should encourage marketing men to accept the figures as being reasonably accurate, at least so far as trends are concerned.

Population today is in such a state of flux that not even a Federal census would present a picture which would remain completely sharp-cut for more than a few weeks, although the process of converting civilian industries and building new plants has progressed to a point where the *major* shifts in population have already taken place. Many of the cities which show no gains for the city proper have big gains in immediately adjacent areas; others which show no gain in resident population have huge army camps in the neighborhood, others have a tremendous week-end tourist trade of workers, soldiers, sailors, and their families. Boston, for example, is said to have 100,000 soldier-sailors-visitors every week-end.

These cities had in 1940 a population of 44,456,557. Today's figure is 49,182,839, a gain of 4,726,282, or 11.06%. Where these people came from, and the extent of the gains in the metropolitan areas of these same cities—these are stories which will have to be told another time.

The following estimates, in the opinion of SALES MANAGEMENT editors, are reasonably accurate for the *current count* of residents. The source, with only a few exceptions is the local Chamber of Commerce or similar body. One exception is for Honolulu, where *exact* population figures are a military secret. Figures for that city are therefore quoted on a minimum-maximum basis.

NORFOLK LEADS ENTIRE U. S.

in percentage of population INCREASE

	City Population NOW*	Increase Over 1940 Census Figure
NORFOLK	262,540	81.9%
NEWPORT NEWS . .	66,472	79.3%
PORTSMOUTH	80,000	57.9%

The war-sponsored activity, prosperity and *growth* of the Norfolk market is almost beyond belief! There are now *more than one million* people in the Primary Service Area of WTAR. Retail sales volume has increased \$32,750,000.00* for the past 12 months over the previous 12. And the phenomenal figures on population gains (above for 3 major cities) are already surpassed as more civilian workers and government personnel continue pouring into the Norfolk area.


WTAR contacts a majority of listeners in this booming Market

New-comers quickly learn to tune to WTAR for the cream of radio enjoyment, because WTAR is the *only* station completely devoted to serving the *entire* Norfolk market. Whatever you have

to sell, you can sell more of it faster when you tell your story on WTAR. There is still some choice time available. Contact Edward Petry & Co., or write us for complete information.

*Sales Management figures.

5,000 WATTS DAY and NIGHT ★ NBC RED NETWORK

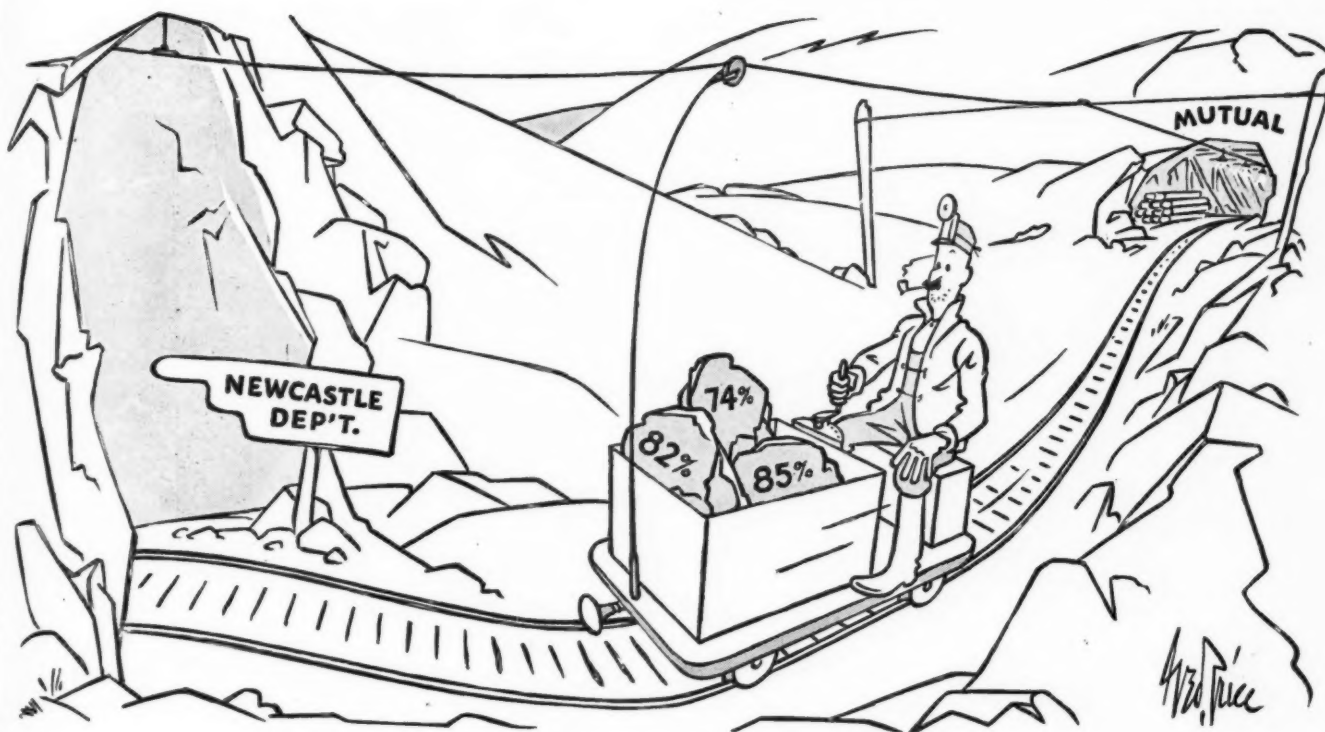


WTAR NORFOLK VIRGINIA

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

And now, for a change . . .

HAVE A COUPLE OF STATISTICS!



The covers of this issue of *Sales Management* surround a pretty rich deposit of facts and figures on U.S. markets. But a few additional statistics, unearthed in the Mutual mines, speak for themselves so eloquently that we've decided to trundle them in, too.

—STATISTIC 1—

82% of the major cities whose recent population trends are reported on pages 76 to 82 are well within regular, primary range of Mutual stations.

—STATISTIC 2—

85% of these Mutual-covered markets report population gains since 1940. (6% show losses; 9% no change.)

—STATISTIC 3—

74% of all Mutual stations have improved their facilities (the better to serve these and other important centers) since January, 1941.

That's even swifter improvement than the population gains reported here. It helps explain why more people are listening more to Mutual all over the country...in cities and communities of all sizes.

Dominant Stations in the Markets Important to You . . . at Lowest Network Cost

THE MUTUAL BROADCASTING SYSTEM

OCTOBER 10, 1942

[77]

1942 Populations of 229 Major Cities

(Exclusive estimates made for SALES MANAGEMENT
by local Chambers of Commerce)

	Population 1940 Official	Population August, 1942 Estimate	Change	% Change		Population 1940 Official	Population August, 1942 Estimate	Change	% Change
ALABAMA					ILLINOIS				
Birmingham	267,583	295,000	28,417	10.61	Bloomington	32,868	No change		
Gadsden	36,975	42,000	5,025	13.59	Champaign	23,302	No change		
Mobile	78,720	125,000	46,280	59.33	Chicago	3,393,808	3,496,971	100,163	2.94
Montgomery	78,084	100,000	21,916	28.06	Danville	36,919	No change		
ARIZONA					Decatur	59,305	64,305	5,000	8.43
Phoenix	65,414	72,000	6,586	10.06	East Moline	12,359	13,500	1,141	9.23
Tucson	36,818	41,194	4,376	11.88	Mattoon	15,827	16,500	673	4.25
ARKANSAS					Moline	34,003	38,500	3,892	11.24
Fort Smith	36,584	42,000	5,416	14.80	Peoria	105,087	No change		
Little Rock	88,039	99,590	11,551	13.12	Quincy	40,469	41,269	800	1.97
Texarkana*	11,821				Rockford	84,637	93,000	8,363	9.88
CALIFORNIA					Rock Island	42,775	50,000	7,225	16.89
Fresno	60,685	64,760	4,075	6.71	Springfield	75,503	85,000	9,497	12.57
Long Beach	164,271	205,000	40,729	24.79	Urbana	14,064	15,000	936	6.65
Los Angeles	1,504,277	1,677,800	173,523	11.46	INDIANA				
Oakland	302,163	354,750	52,587	17.40	Evansville	97,062	100,000	2,938	3.02
Pasadena	81,864	86,700	4,836	5.90	Fort Wayne	118,410	125,000	6,590	5.56
Sacramento	105,958	111,000	5,042	4.75	Gary	111,719	122,500	10,781	9.65
San Diego	203,341	333,000	129,659	63.76	Hammond	70,184	76,750	6,566	9.35
San Francisco	634,536	714,800	80,264	12.64	Indianapolis	386,972	415,000	28,028	7.24
Stockton	54,714	70,000	15,286	27.93	Lafayette	28,798	30,793	2,000	6.94
COLORADO					Logansport	20,177	20,500	323	1.60
Denver	322,412	340,467	18,055	5.59	Muncie	49,720	No change		
CONNECTICUT					Richmond	35,147	No change		
Bridgeport	147,121	177,121	30,000	20.39	South Bend	101,268	110,280	9,012	8.89
Hartford	166,267	200,000	33,733	20.28	Terre Haute	62,693	71,390	8,697	13.87
New Haven	160,605	174,215	13,610	8.47	IOWA				
New London	30,456	40,000	9,544	31.33	Burlington	25,832	41,456	15,624	60.48
Norwich	23,652	No change			Cedar Rapids	62,120	65,829	3,709	5.97
Waterbury	99,314	106,000	6,686	6.73	Clinton	26,270	29,127	2,857	10.87
DELAWARE					Davenport	66,039	72,000	5,961	9.02
Wilmington	112,504	116,000	3,496	3.10	Des Moines	159,819	168,500	8,681	5.43
DISTRICT OF COLUMBIA					Dubuque	43,892	44,892	1,000	2.27
Washington	663,091	796,000	132,909	20.04	Mason City	27,080	No change		
FLORIDA					Ottumwa	31,570	33,000	1,430	4.52
Jacksonville	173,065	247,468	74,403	42.99	Sioux City	82,364	81,000	-1,364	-1.65
Miami	172,172	192,147	19,975	11.60	Waterloo	51,743	60,696	8,953	17.30
Pensacola	37,449	55,000	17,551	46.86	KANSAS				
St. Petersburg	60,812	70,812	10,000	16.44	Kansas City	121,458	129,500	8,042	6.62
Tampa	108,391	122,000	13,609	12.55	Wichita	114,966	165,000	50,034	43.52
GEORGIA					KENTUCKY				
Albany	19,055	25,055	6,000	31.48	Lexington	49,304	46,304	-3,000	-6.08
Atlanta	302,288	316,500	14,212	4.70	Louisville	319,077	348,343	29,266	9.17
Augusta	65,919	73,548	7,629	11.57	Paducah	33,765	37,000	3,235	9.58
Columbus	53,280	60,000	6,720	12.61	LOUISIANA				
Macon	57,865	70,000	12,135	20.97	New Orleans	494,537	524,942	30,405	6.14
Savannah	95,996	101,000	5,004	5.21	Shreveport	98,167	115,000	16,833	17.14
HAWAII					MAINE				
All Islands	423,329	485,000	61,671	14.57	Augusta	19,350	No change		
Honolulu	179,359	515,000			Bangor	29,822	No change		
		205,000	25,641	14.30	Lewiston	38,598	38,785	187	0.45
		215,000			Portland	73,643	106,000	32,357	43.94
IDAHO					MARYLAND				
Boise	26,130	No change			Baltimore	859,100	944,900	85,800	9.98
					Cumberland	39,483	40,000	517	1.30
					Hagerstown	32,491	40,000	7,509	23.11

*See Texarkana, Tex.—Tex.-Ark. combined: 1940—28,840, 1942—48,000, gain—19,160, % 66.43.

†—As of 12/15/41.



**John Dough
is no longer
unknown . . .**

War has brought new work, new wages, and new planning into the Chicago Market. John Doe . . . the unknown prospect of a few years back . . . today, as John Dough, is many a store's best customer. . .

For Chicago, third in the nation in prime war contracts, has seen employment increase nearly 50 per cent

since 1939 . . . has felt the effects of industrial wages doubled . . . has benefitted from a monthly payroll of close to \$100,000,000.

Reach John Dough through the Herald - American, for Chicago's favorite evening newspaper reaches more of Chicago's new wealth...liberal buyers of merchandise advertised in our columns.

Chicago Herald-American

NATIONALLY REPRESENTED BY THE RODNEY E. BOONE ORGANIZATION
OCTOBER 10, 1942

[79]

1942 Populations of 229 Major Cities

(Exclusive estimates made for SALES MANAGEMENT
by local Chambers of Commerce)

(Continued from page 78)

	Population 1940 Official	Population August, 1942 Estimate	Change	% Change		Population 1940 Official	Population August, 1942 Estimate	Change	% Change
MASSACHUSETTS					NEW YORK				
Boston	770,816	822,160	51,344	6.66	Albany	130,577	No change		
Fall River	115,428	115,600	172	0.14	Binghamton	78,309	80,000	1,691	2.15
Holyoke	53,750	58,000	4,250	7.90	Buffalo	575,901	605,000	29,099	5.05
Lowell	101,389	104,000	2,611	2.57	Elmira	45,106	56,000	10,894	24.15
Lynn	98,123	105,000	6,877	7.00	New York	7,454,995	7,573,000	118,005	1.58
New Bedford	110,341	113,614	3,273	2.96	Rochester	324,975	330,176	5,201	1.60
Springfield	149,554	165,000	15,446	10.32	Schenectady	87,549	100,000	12,451	14.22
Worcester	193,694	197,500	3,806	1.96	Syracuse	205,967	210,000	4,033	1.95
MICHIGAN					Troy	70,304	72,000	1,696	2.41
Battle Creek	43,453	46,000	2,547	5.86	Utica	100,518	104,000	3,482	3.46
Bay City	47,956	50,114	2,158	4.49	Watertown	33,385	38,000	4,615	13.82
Detroit	1,623,452	1,750,000	126,548	7.79	Yonkers	142,598	140,000	-2,598	-1.82
Flint	151,543	No change			NORTH CAROLINA				
Grand Rapids	164,292	No change			Asheville	51,310	51,500	190	0.37
Jackson	49,656	55,000	5,344	10.76	Charlotte	100,899	104,935	4,036	4.00
Kalamazoo	54,097	52,000	-2,097	-3.87	Durham	60,195	70,000	9,805	16.28
Lansing	78,753	82,396	3,643	4.62	Greensboro	59,319	60,589	1,270	2.14
Saginaw	82,794	85,000	2,206	2.66	Raleigh	46,897	55,000	8,103	17.27
MINNESOTA					Wilmington	33,407	48,500	15,093	45.17
Duluth	101,065	101,500	435	0.43	Winston-Salem	79,815	No change		
Minneapolis	492,370	510,000	17,630	3.58	NORTH DAKOTA				
St. Paul	287,736	295,848	8,112	2.81	Fargo	32,580	30,000	-2,580	-7.91
MISSISSIPPI					Grand Forks	20,228	18,728	-1,500	-7.41
Jackson	62,107	73,732	11,625	18.71	OHIO				
Meridian	35,481	40,000	4,519	12.45	Akron	244,791	275,000	30,209	12.34
Natchez	15,296	16,200	904	5.91	Canton	108,401	120,000	11,599	10.70
Vicksburg	24,460	29,000	4,540	18.56	Cincinnati	455,610	460,000	4,390	0.96
MISSOURI					Cleveland	878,336	900,000	21,664	2.46
Joplin	37,144	42,000	4,856	13.07	Columbus	306,087	315,000	8,913	2.91
Kansas City	399,178	431,113	31,935	8.00	Dayton	210,718	240,000	29,282	13.89
St. Joseph	75,711	75,000	-711	-.93	Lima	44,711	46,747	2,036	4.55
St. Louis	816,048	851,000	34,952	4.28	Springfield	70,662	76,000	4,338	6.13
Springfield	61,238	64,912	3,674	5.99	Toledo	282,349	290,349	8,000	2.83
MONTANA					Youngstown	167,720	168,000	280	0.16
Billings	23,261	23,593	332	1.42	Zanesville	37,500	No change		
Butte	37,081	No change			OKLAHOMA				
Great Falls	29,928	35,158	5,230	17.47	Oklahoma City	204,424	215,000	10,576	5.17
NEBRASKA					Tulsa	142,157	155,000	12,843	9.04
Lincoln	81,984	85,000	3,016	3.67	OREGON				
Omaha	223,844	233,012	9,168	4.09	Portland	305,394	*375,400	70,006	22.92
NEVADA					PENNSYLVANIA				
Reno	21,317	26,500	5,183	24.31	Allentown	96,904	102,000	5,096	5.24
NEW HAMPSHIRE					Altoona	80,214	76,000	-4,214	-5.25
Manchester	77,685	78,500	815	1.04	Erie	116,955	125,000	8,045	6.87
NEW JERSEY					Harrisburg	83,893	85,893	2,000	2.38
Atlantic City	64,094	60,000	-4,094	-6.38	Johnstown	66,688	No change		
Camden	117,536	125,000	7,464	6.35	Lancaster	61,345	64,412	3,067	4.90
Elizabeth	109,912	118,000	8,088	7.35	Philadelphia	1,931,334	2,124,467	193,133	9.99
Hoboken	50,115	59,000	8,885	17.72	Pittsburgh	671,659	No change		
Jersey City	301,173	No change			Reading	110,568	113,185	2,617	2.36
Newark	429,760	No change			Scranton	140,404	139,404	-1,000	-0.71
Passaic	61,394	62,500	1,106	1.80	Wilkes-Barre	86,236	81,500	-4,736	-5.49
Paterson	139,656	143,846	4,190	3.00	Williamsport	44,355	46,355	2,000	4.51
Trenton	124,697	126,000	1,303	1.04	RHODE ISLAND				
NEW MEXICO					Pawtucket	75,797	77,000	1,203	1.58
Albuquerque	35,449	40,200	4,751	13.40	Providence	253,504	No change		

*Another 100,000 by July, 1943 predicted.

Sunrise "Country Journal" Delivers Largest Early a.m. Audience in St. Louis Area!

At 5:00 a.m. each weekday morning KMOX' two-hour COUNTRY JOURNAL opens the St. Louis broadcasting day. It leads off with the Ozark Mountaineers, featuring the top-flight hillbilly songstresses, the Miccolis Sisters.

Next comes big-following Fred Kirby with hymns and homely philosophy, followed by the latest *Headline Highlights*.

Next KMOX' famed *National Champion Hillbillies* take the microphone and furnish the fun.

Next Charley Stookey, CBS Farm Editor, chats with mid-western farmers, followed by the first livestock-market report on the air in St. Louis.

Then more *Headline Highlights*.

Then a song for the day from Fred Kirby.

Stookey returns to interview an interesting guest.

A final five minutes of *Headline Highlights* close the program at 7:00 a.m.



The latest Gill Survey says the

KMOX COUNTRY JOURNAL attracts more early morning listeners, both inside and outside St. Louis, than all other St. Louis stations combined.

Twenty-three advertisers, since the first of the year, have made use of this fact to sell bread, soap, shoe polish, furniture, clothing, feed, resorts, drugs and jewelry.

Early Birds interested in converting pennies of advertising cost into dollars of sales will write (or wire) KMOX (or their nearest Radio Sales office) for availabilities of announcements, or five or fifteen minute program strips on the COUNTRY JOURNAL.

KMOX THE VOICE OF ST. LOUIS • 50,000 WATTS
Owned and operated by Columbia Broadcasting System. Represented by
Radio Sales: New York, Chicago, Los Angeles, San Francisco, Charlotte.



1942 Populations of 229 Major Cities

(Exclusive estimates made for SALES MANAGEMENT
by local Chambers of Commerce)

(Continued from page 80)

	Population 1940 Official	Population August, 1942 Estimate	Change	% Change		Population 1940 Official	Population August, 1942 Estimate	Change	% Change
SOUTH CAROLINA					VERMONT				
Charleston.....	71,275	85,000	13,725	19.25	Barre.....	10,909	10,509	-400	-3.66
Columbia.....	62,396	65,500	3,104	4.97	Burlington.....	No change	No change		
Greenville.....	34,734	36,000	1,266	3.64	Rutland.....	17,082	16,400	-682	-3.99
SOUTH DAKOTA					St. Johnsbury.....	7,437	7,200	-237	-3.18
Sioux Falls.....	40,832	44,000	3,168	7.75	VIRGINIA				
TENNESSEE					Bristol.....	9,768	14,000	4,232	43.32
Bristol*.....	14,004	16,000	1,996	14.25	Danville.....	32,749	32,768	19	0.05
Chattanooga.....	128,163	140,000	11,837	9.23	Harrisonburg.....	8,768	No change		
Knoxville.....	111,580	114,900	3,320	2.97	Lynchburg.....	44,541	44,501	-40	-0.08
Memphis.....	292,942	311,000	18,058	6.16	Newport News.....	37,067	66,472	29,405	79.32
Nashville.....	167,402	176,779	9,377	5.60	Norfolk.....	144,332	262,540	118,208	81.90
TEXAS					Portsmouth.....	50,700	80,000	29,300	57.78
Amarillo.....	51,686	75,000	23,314	45.10	Richmond.....	193,042	215,085	22,043	11.41
Austin.....	87,930	108,056	20,126	22.88	Roanoke.....	69,287	70,000	713	1.02
Beaumont.....	59,061	76,779	17,718	29.99	Staunton.....	13,337	13,347	10	0.07
Corpus Christi.....	57,301	86,000	28,699	50.9	Winchester.....	12,095	11,500	-595	-4.91
Dallas.....	294,734	359,347	64,613	21.92	WASHINGTON				
El Paso.....	96,810	107,500	10,690	11.04	Seattle.....	368,302	450,000	81,698	22.18
Fort Worth.....	177,662	201,000	23,338	13.13	Spokane.....	122,001	135,000	12,999	10.65
Houston.....	384,514	424,600	40,086	10.42	Tacoma.....	109,408	131,000	21,592	19.73
San Antonio.....	253,854	295,000	41,146	16.21	WEST VIRGINIA				
Texarkana*.....	17,019				Charleston.....	67,914	71,914	4,000	5.80
Waco.....	55,982	60,000	4,018	7.17	Clarksburg.....	30,579	No change		
Wichita Falls.....	45,112	60,000	14,888	33.00	Huntington.....	78,836	82,090	3,254	4.12
UTAH					Parkersburg.....	30,103	31,000	897	2.97
Salt Lake City.....	149,934	180,000	30,066	20.05	Wheeling.....	61,099	65,000	3,901	6.38
					WISCONSIN				
					Green Bay.....	46,235	No change		
					La Crosse.....	42,707	43,000	293	0.68
					Madison.....	67,447	72,000	4,553	6.75
					Milwaukee.....	587,472	602,000	14,528	2.47
					Superior.....	35,136	38,500	3,364	9.57

*See Texarkana, Ark. combined Tex.-Ark. Pop.—1940, 28,840,—1942, 48,000—change 19,160—% change, 66.43.

*See Bristol, Tenn.—Combined Tenn.-Va. Pop.—1940, 23,772—1942, 30,000—change 6,228—% change 26.19.

*See Bristol, Va.—Combined Tenn.-Va. Pop.—1940, 23,772, 1942, 30,000—change 6,228—% change 26.19.

What Sugar Ration Cards Tell About Population Changes

The movement of people from the rural communities and the towns dependent upon trade and resort business to the busy centers of war production was reflected sharply in the Spring by sugar rationing registrations, and, of course, it is even more obvious now. On August 31 additional sugar allotments for industrial users in areas where the population has substantially increased—largely because of wartime influences—were authorized by the Office of Price Administration in Amendment No. 10 to Rationing Order No. 3.

The increases authorized were based

on data obtained through the national registration for sugar rationing on May 4 to 7, which enabled OPA to compare the population in each county with the 1940 census. On the basis of the population increases, industrial users of sugar who made deliveries of their products to certain specified counties in 1941 will be able to obtain increases in their sugar allotment for these counties ranging from 10 to 90%.

These percentage increases in 210 counties are supplementary to the estimates presented on page 78 of the population in August of this year in

229 important cities.

The Bureau of the Census points out that these county figures should be considered more as trend figures than as precise estimates of population increase. Sugar rationing registrations give a fairly accurate picture of the population growth in broad areas such as complete states, but are not reliable for precise figuring in most cities and individual counties for a variety of reasons.

Among these factors are the occupants of rooming houses and hotels who did not register for sugar rationing, likewise the men in the armed services, the inmates of institutions and many of the students in college and preparatory schools.

There were also many others who, through ignorance or lack of interest, failed to register—and still others who

From WBT to the army — 24,385 farms



The 6th Army Corps needed permits from Carolina farmers to conduct maneuvers across the farmlands of 17 Carolina counties.

They brought the problem to WBT and asked us to lend a hand. We didn't consider this request any more unusual than the scores of other chores WBT has been asked to do—from blowing bugle calls for scattered army units to finding week-end homes for visiting soldiers. So we scheduled announcements on the Grady Cole Alarm Clock...and got results!

Permits for the use of 24,385 individual farms—a total of 2,940,732 acres—came rolling in to Army headquarters...and Major F. W. Kells wrote WBT, expressing the Army's thanks. *WBT helped accomplish one hundred percent of what the Army wanted.*

Of course, patriotism was a big force behind this response. But—human nature being what it is—patriotism is sometimes a matter of intent rather than action. In the great Carolina market which revolves about Charlotte, WBT gets action—because for 20 years we have fostered one of the strongest station-listener relationships in the nation.

That's why so many advertisers stay so many years at WBT. We'd like to furnish details.

WBT

CHARLOTTE • 50,000 WATTS

THE STATION AN AUDIENCE BUILT

Owned and operated by the Columbia Broadcasting System
Represented nationally by Radio Sales with offices located in
New York, Chicago, Los Angeles, St. Louis, San Francisco



92.45%
SINCE 1938

INCREASED INCOME IN CHARLESTON, S. C.

Charleston, South Carolina, ranks 119th in the United States in population, yet in buying ability, the people of Charleston rank 46th. By the same token, the Charleston area occupies 10th place in the South Atlantic region—giving Charleston a Sales Management index of 139 or 39% above the national average.

WCSC

CHARLESTON, S. C. • THE CBS STATION FOR THE COASTAL CAROLINAS

Represented by Free & Peters, Inc. CHARLESTON'S OLDEST AND BEST RADIO STATION

chiseled, and secured duplicate cards.

The Bureau of the Census experts believed that sugar registrations would total approximately 122,000,000. The difference between this figure and the total population would include those mentioned above who would not register.

Actual registration figures total approximately 130,000,000, indicating a higher than expected average of both confusion and chiseling. Many college students, for example, registered at college, while their mothers and fathers, not knowing this, registered them in their home towns. Hundreds of thousands of the chiselers have turned in to OPA—either through fear or a guilty conscience—the registration cards to which they were not entitled. The OPA office in Washington has literally been swamped by these returned cards and coupons.

Because of the apparent errors in the sugar registrations we suggest that you treat the following percentages as being only approximately accurate. For example a percentage increase of 15 might mean that the actual figure, because of padding, should be, correctly, only 13—or, owing to the increases since May 4 to 7 it might now be as much as 17.

Counties with Largest Population Increases

State & County	Largest City	% Increase Since 1940	Census
Alabama			
Barbour		15	
Calhoun	(near Gadsden)	10	
Chilton		40	
Dale		10	
DeKalb		15	
Jefferson	(Birmingham)	10	
Lauderdale		10	
Madison		10	
Mobile	(Mobile)	30	
Montgomery	(Montgomery)	20	
Shelby	(near Birmingham)	10	
Sumter		15	
Talladega		30	
Arizona			
Coconino		20	
Greenlee		30	
Yuma		30	
Arkansas			
Baxter		10	
Dasha		10	
Jefferson		15	
Miller	(Texarkana)	15	
Pulaski	(Little Rock)	10	
Sebastian	(Fort Smith)	30	
White		30	
California			
Contra Costa	(in S. F. Bay area)	30	
Inyo		20	
San Diego	(San Diego)	30	
San Luis			
Obispo		20	

State & County	Largest City	% Increase Since 1940	Census
California Cont'd.			
San Mateo	(in S. F. Bay area)	10	
Santa Barbara	(Santa Barbara)	10	
Shasta		10	
Solano		50	
Yuba		80	
Colorado			
El Paso	(Colorado Springs)	30	
Connecticut			
Hartford	(Hartford)	10	
Delaware			
Sussex		10	
D. C.			
Dist. of Col.	(Washington)	15	
Florida			
Bay		20	
Clay		30	
Duval	(Jacksonville)	20	
Escambia	(Pensacola)	10	
Gulf		10	
Highlands		15	
Leon		10	
Monroe		20	
Okaloosa		10	
Bradford		70	
Georgia			
Berrien		30	
Bibb	(Macon)	10	
Camden		10	
Chatham	(Savannah)	10	
Chattooga		10	
Dougherty	(Albany)	15	
Liberty		50	
Muscogee	(Columbus)	15	
Richmond	(Augusta)	10	
Stephens		10	

SALES MANAGEMENT

Two Closed Doors—and **ONE THAT'S OPEN WIDE**



Estimated 7 to 10 million men going into the armed forces!



Estimated 38% of war plant personnel work nights — sleep days!

IT'S A CHANGED MARKET, all right. But the change has helped to simplify your selling problem.

For in buying, the *woman* is king pin today — and you reach her best through *women's service magazines*.

Monthly the trend accelerates. As the problems of war strike closer home, women's magazines respond—*upward*. An early 3-to-1 war-time gain in high readership, compared to 1940, now has been replaced by a 4-to-1 gain! And Companion circulation has reached an all-time high—proof conclusive that the Companion is *needed* more, *used* more.

So knock at the right door—the one where you won't have to wait. Tell these Companion homemakers how you can help them solve their war-time buying problems.

You've never had a better chance to talk and promote salable goods—or to build the priceless Good Will which will stand you in such good stead as soon as the war is over!

NO halfway job here—the Companion is a *Woman's* magazine first, last and always. Every article is right on the bull's-eye of a homemaking problem—like the solid portfolio of 6 full color pages on food, and the four other food features running in the November issue—plus the full quota of other types of service. In food advertising lineage the November Companion is the biggest issue since March 1938; and in total advertising revenue, the biggest November issue in five years.

Woman's Home
Companion

UNDERSTANDING WOMEN IS OUR FULL-TIME JOB!



OCTOBER 10, 1942

[85]

State & County	Largest City	% Increase Since 1940 Census
Idaho		
Bonneville		30
Clark		10
Elmore	(near Boise)	20
Valley		10
Illinois		
Champaign	(Champaign-Urbana)	10
Du Page		10
Hardin		30
Madison	(In St. Louis area)	10
St. Clair	(East St. Louis)	10
Winnebago	(Rockford)	10
Indiana		
Bartholomew		10
Clark	(New Albany)	20
Floyd	(In Louisville area)	10
Johnson	(near Indianapolis)	60
La Porte	(Michigan City-La- Porte)	10
Marian	(Indianapolis)	10

State & County	Largest City	% Increase Since 1940 Census
Indiana Cont'd.		
Porter		10
Scott		10
Starke		20
Iowa		
Des Moines	(Burlington)	20
Kansas		
Sedgwick	(Wichita)	20
Johnson	(In Kan. City area)	10
Labette	(Parsons)	15
Kentucky		
Jefferson	(Louisville)	10
Union	(near Evansville, Ind.)	70
Louisiana		
Beauregarde		10
Calcasieu	(Lake Charles)	10
East Baton Rouge	(Baton Rouge)	20

State & County	Largest City	% Increase Since 1940 Census
Louisiana Cont'd.		
Jefferson		10
LaSalle		20
Rapides	(Alexandria)	20
St. Mary		10
Vernon		30
Maine		
Piscataquis		50
York	(near Portland)	10
Maryland		
Baltimore	(Baltimore)	20
Charles		10
Harford		15
Howard	(in Baltimore area)	10
Montgomery	(in Washington area)	20
Prince Georges	(in Washington area)	20
Massachusetts		
Barnstable		10
Michigan		
Macomb		20
Missaukee		10
Oakland	(Pontiac)	10
Wayne	(Detroit)	10
Mississippi		
Forrest	(Hattiesburg)	30
Jackson	(in Mobile area)	30
Lowndes		10
Hinds	(Jackson)	10
Missouri		
Boone		10
Newton	(near Joplin)	50
Phelps		20
Pulaski		30
St. Charles		10
St. Louis	(St. Louis)	10
Montana		
Treasure		20
Nebraska		
Deuel		30
Nevada		
Clark		110
Lander		10
Mineral		90
Nye		10
New Hampshire		
Rockingham		10
New Jersey		
Gloucester	(In Philadelphia area)	10
Middlesex		10
New Mexico		
Bernalillo	(Albuquerque)	20
Chaves		15
Eddy		10
Hidalgo		30
Otero		10
New York		
Tompkins		10
North Carolina		
Cumberland		10
New Hanover	(Wilmington)	30
Hyde		10
Onslow		50
Orange	(near Durham)	10
North Dakota		
Mercer		10
Ohio		
Greene	(in Dayton area)	10
Hamilton	(Cincinnati)	10
Montgomery	(Dayton)	10
Portage		10
Oklahoma		
Comanche		10
Mayes		20
Muskogee	(Muskogee)	40
Tulsa	(Tulsa)	10



**There's no stopping DAYTON
and the station that serves it BEST!**

Day after day, month after month, the figures on Dayton keep climbing. Payrolls *up*. Population *up*. And as for WHIO—its popularity is also *up*—because WHIO is growing with Dayton. Today it's a better buy—for a bigger market—than ever.

**WHIO IS THE
DAYTON MARKET**

BASIC CBS—5000 WATTS

G. P. HOLLINGBERY CO., Representatives



KSD

The Post-Dispatch Station

ST. LOUIS • 550 KC • NBC

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

You can't miss it!



Car-sharing spreads. Here's how the husbands of five Journal readers—picked from a Journal subscription list in Chicago in the exact order their subscriptions were received—might look if they “shared” to work every day.

You see it everywhere these days — Democracy in action. Little cross-sections of the American people, sharing and working together to help each other and to help win the war.

It may be five men sharing cars to save tires and gas. Or it may be five wives practicing First Aid — or hunting ideas and information in the same magazine.

For “the Colonel’s Lady an’ Judy O’Grady” have many common interests and aspirations . . . 4,100,000* of them buy the Ladies’ Home Journal every month because it helps them in their home-making — and in their buying. Those millions make up a broad slice right through the heart of America that you can reach in *one* magazine—the Journal!

*4,136,069 was the net paid average for the first half of '42. To reach these women in the first 9 months of '42, advertisers spent \$591,318 more in the Journal than during 1941's same months.

Reaching a Cross-Section of America!



Occupation	Employer
Salesman	Men's Clothing
Attendant	Gas Station
Merchant	Grocery
Tank Mfr.	Own Business
Office Clerk	Steel Works
Insurance	Insurance
Engineer	R. R. Company
Policeman	City
Inspector	Factory
Auto Mechanic	Garage
Manufacturer	Own Business
Tool Maker	Manufacturing
Metal Worker	Can Company
Fireman	Own Store
Machinist	City
Foundry	Steel Company
Carpet Store	Pencil Company
Conductor	Owner
Tram Owner	Rapid Transit
Inspector	Apartment Building
Inspector	Estate Operator
Inspector	Manufacturing Company
Inspector	Stock Yards
Inspector	Rapid Transit
Inspector	Stock Yards



NOPE! -- because in July the San Diego Union and Tribune - Sun was delivering up to 37¢ worth of EXTRA CIRCULATION for every advertising dollar invested. Call our Representatives. They have the **complete** story!

SAN DIEGO UNION and TRIBUNE - SUN

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., Inc.

New York • Chicago • Cleveland • Denver • Seattle • Portland • San Francisco • Los Angeles

SOUTH BEND'S

Effective Buying Income Is

UP 120.04 %

The Effective Buying Income for the South Bend retail trading area, as shown in this issue of Sales Management, for the 12 months ending September 30, 1942, amounts to \$242,503,000. This compares with \$110,207,000 for 1938 and represents a gain of 120.04 per cent in the four year interval.

South Bend, which ranks 14th of all the cities in the country in the percentage of gain in Effective Buying Income, is the second largest market in Indiana.

You can capture your share of this market's \$242,503,000 income by placing your advertising in The South Bend Tribune, which reaches 100 per cent of the families in South Bend and Mishawaka and more than 80 per cent of the families in the important cities and town in this large and active market.

The South Bend Tribune

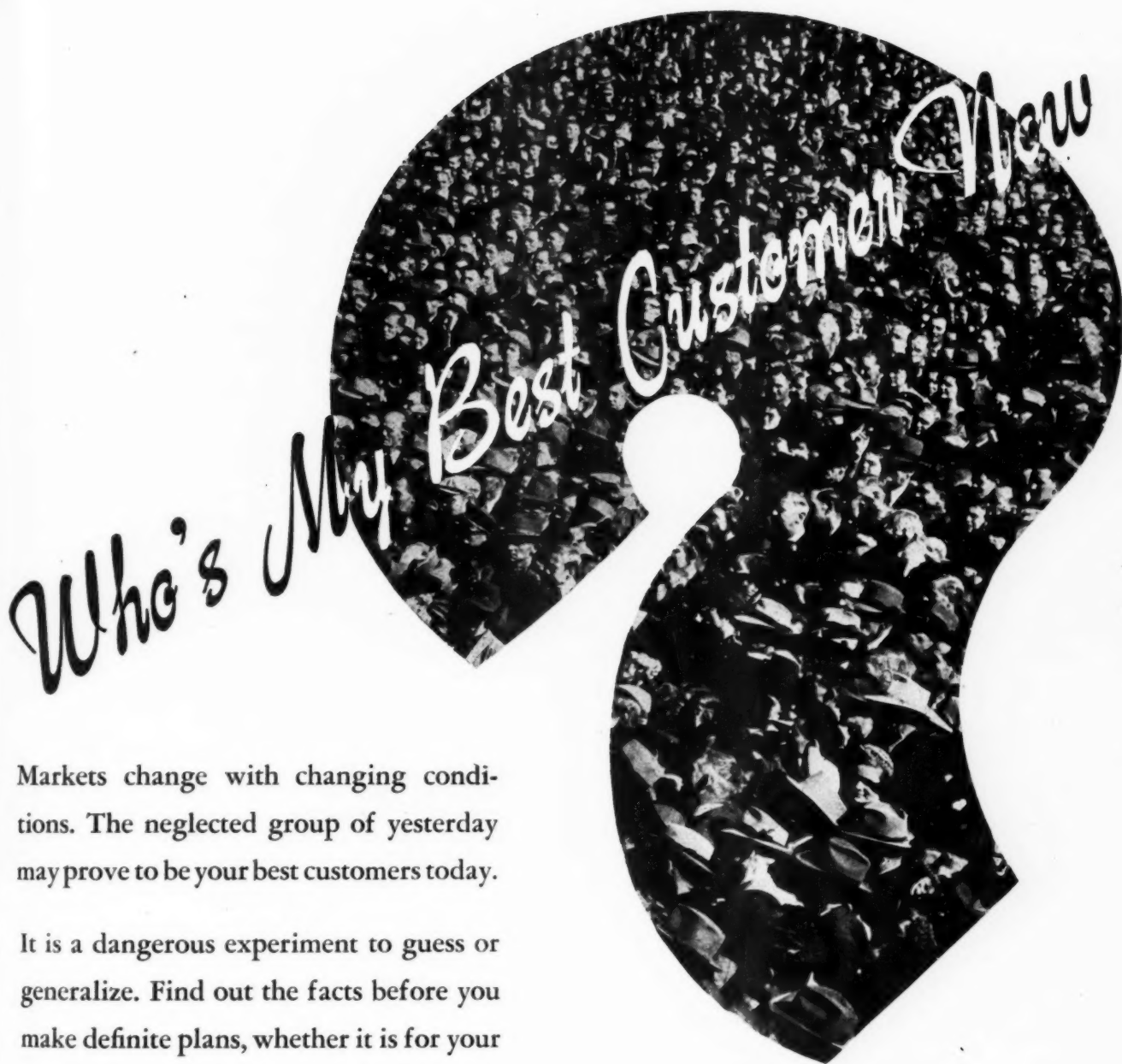
77,587 Circulation
Daily

75,488 Circulation
Sunday

National Representatives: STORY, BROOKS & FINLEY, INC.

State & County	Largest City	% Increase Since 1940 Census
Oregon		
Benton		20
Linn		40
Umatilla		10
Pennsylvania		
Cambria	(Johnstown)	10
Delaware	(Chester, Upper Darby)	10
Rhode Island		
Kent	(Warwick)	10
South Carolina		
Charleston	(Charleston)	20
Dorchester	(in Charleston area)	10
Richland	(Columbia)	20
Tennessee		
Blount	(in Knoxville area)	15
Hamilton	(Chattanooga)	10
Jefferson	(in Knoxville area)	15
Loudon	(in Knoxville area)	10
Montgomery		30
Polk		10
Coffee		20
Texas		
Bastrop	(near Austin)	70
Bell	(near Waco)	30
Bowie	(Texarkana)	40
Brazoria	(near Houston)	50
Barzos		10
Brown		30
Cochran		20
Dallas	(Dallas)	10
El Paso	(El Paso)	10
Galveston	(Galveston)	10
Hall		15
Hockley		30
Jefferson	(Beaumont)	10
Kleberg		20
Lubbock		10
Marion		15
Matagorda		10
Midland		20
Moore		30
Nueces	(Corpus Christi)	30
Oldham		15
Orange	(near Beaumont)	70
Palo Pinto		15
Taylor		15
Terry		30
Zapata		10
Jackson		10
Hansford		10
Tarrant	(Fort Worth)	10
Utah		
Davis		15
Salt Lake	(Salt Lake)	10
Tooele		10
Weber	(Ogden)	20
Vermont		
Addison		10
Virginia		
Arlington	(Alexandria)	30
Henry		10
King George		10
Montgomery	(near Roanoke)	60
Norfolk	(Norfolk-Portsmouth)	20
Nottoway		90
Princess Anne	(near Roanoke)	20
Pulaski		20
Tazewell		10
Warwick	(Newport News)	50
York		10
Fairfax	(in Washington area)	20
Washington		
Clark	(in Portland area)	20
Franklin		10
King	(Seattle)	10
Kitsap		70
Mason		15
West Virginia		
Gilmer		10
Monongalia	(Morgantown)	10

SALES MANAGEMENT



Markets change with changing conditions. The neglected group of yesterday may prove to be your best customers today.

It is a dangerous experiment to guess or generalize. Find out the facts before you make definite plans, whether it is for your usual sales promotion campaign or for a new package or a new product.

A Ross Federal survey is the safe and inexpensive way to know whether you're heading in the right direction. Talk to a Ross Federal man today about your plans for tomorrow.



ROSS FEDERAL RESEARCH CORPORATION • 18 EAST 48th STREET, NEW YORK

AND 31 KEY CITIES FROM COAST TO COAST

OCTOBER 10, 1942

FIRST with the Facts!

36 Largest Population Areas, and Their Incomes

Trading Area	Population, 1940	1942 Effective Buying Income in Thousands; 12 Months Ending 9/30/42, SYM Estimate	% Income Increase From 1938	Per Family Effective Buying Income
1. New York	12,994,200	\$14,156,000	46.51	\$4,044
2. Chicago	6,039,800	6,250,455	69.07	3,776
3. Philadelphia	4,661,300	4,620,788	80.32	3,821
4. Los Angeles	3,570,000	3,890,965	70.80	3,469
5. Boston	3,407,800	3,216,801	47.36	3,618
6. Pittsburgh	3,344,700	2,876,019	76.40	3,428
7. St. Louis	3,024,300	2,185,085	55.23	2,622
8. Newark*	2,879,600	3,210,516	72.37	4,223
9. Detroit	2,771,500	3,099,724	94.14	4,306
10. Minneapolis-St. Paul	2,749,100	1,935,606	38.06	2,714
11. Cleveland	2,604,100	3,065,193	102.42	4,296
12. Memphis	2,441,800	963,116	71.02	1,558
13. Kansas City	2,270,600	1,525,651	41.68	2,322
14. San Francisco	2,162,200	2,495,577	68.85	3,716
15. Milwaukee	1,986,900	1,791,208	66.06	3,418
16. New Orleans	1,684,100	821,235	71.49	1,956
17. Birmingham	1,554,000	679,614	108.56	1,834
18. Baltimore	1,537,800	1,495,062	90.94	3,773
19. Atlanta	1,495,300	739,877	58.70	2,027
20. Denver	1,488,000	1,002,040	48.84	2,434
21. Houston	1,462,700	843,108	29.87	2,192
22. Oklahoma City	1,410,300	680,504	24.41	1,851
23. Dallas	1,388,300	841,283	48.55	2,265
24. Cincinnati	1,382,700	1,334,261	92.95	3,441
25. Buffalo	1,345,300	1,275,608	69.87	3,561
26. Indianapolis	1,295,200	1,209,899	107.64	3,281
27. Louisville	1,292,800	729,131	70.64	2,175
28. Seattle	1,267,400	1,416,823	89.83	3,552
29. Omaha	1,231,200	739,974	38.43	2,220
30. Fort Worth	1,218,500	820,921	46.38	2,479
31. Portland, Ore.	1,196,100	1,045,257	66.84	2,829
32. Raleigh	1,167,500	479,184	76.14	1,956
33. San Antonio	1,143,400	624,650	37.37	2,258
34. Washington	1,118,100	1,509,211	138.68	5,316
35. Des Moines	1,058,800	649,734	29.75	2,199
36. Little Rock	1,053,800	351,291	40.08	1,317

*Included also under New York.

The 36 city trading areas listed above are those which, according to the 1940 Census, had populations in excess of one million.

Sales Management

THE MAGAZINE OF MODERN MARKETING - 386 FOURTH AVENUE, NEW YORK

Mr. Benjamin J. Foley,
General Manager,
Newark Evening News,
Newark, N. J.

September 8, 1942.

Dear Ben:

Attached is the analysis of the Newark Trading Area, and Newark City, from data to be published in the October 10 issue.

The Newark Market makes a splendid showing — as you knew it would. Here is the Effective Buying Income picture for your trading area for the three years:

1938	\$ 1,862,590,000
1941	\$ 2,792,446,000
1942	\$ 3,210,516,000

That's an increase of 72.37%, which is nearly 9% above the national gain. Your Newark per Family Income is \$4,223, or \$1,179 greater than the national average.

As for Newark City Income — that increased approximately \$1,500,000 per week during the twelve month period to September.

Newark also makes a fine comparative record in the table showing "36 Largest Population Areas, and their Incomes". 8th in population, the Newark market is 6th in total income, 11th in percent increase, and 4th in per Family Income.

I like this comparison because it puts markets together which are naturally considered together on national schedules. Your per Family Income, for example, ranks 10th among the 193 U. S. markets — and that's excellent. But when you add to that your ranking of 4th AMONG THE 36 TOP MARKETS, you have something even more tangible.

They say that where there is a great newspaper there's a great market. That certainly is true in the case of the Newark News!

MVR:ed/s

Cordially,

Merrill

Vice President,
SALES MANAGEMENT, INC.



War Turns Markets Upside Down —and Some Will Stay that Way

New cities in former cornfields, swing-shifts, new inventions mean that people's habits are changed. Are you looking ahead to put your products in line with *tomorrow's* demands?

BY FRANCIS G. HUBBARD

(Editor's Note: The author is a former space buyer for Batten, Barton, Durstine & Osborn, later a partner in another agency, now a newspaper executive in the Middle West.)

THE Japs did more than give us a surprise at Pearl Harbor, they also gave our economic structure a jolt that changed many of our statistics on income, buying power, markets and sales overnight.

Valuable as our census figures are in normal times, it now becomes necessary to review these market by market in the light of what has taken place since December 7, 1941, and to take these changes into account in our future plans in order to prevent waste in transportation, distribution and advertising.

CALLING ALL TRAVELERS!
KEEP YOUR EXPENSES IN
BEACH'S
"Common Sense"
EXPENSE BOOKS
Get them from your
stationer or write to
Beach Publishing Co., Detroit, Mich.
7338 Woodward Avenue

**HAS YOUR INDUSTRY A PLACE
IN THE WAR EFFORT?**
Does the Government know all the facts?
Have us present your case the best way -
GRAPHICALLY!
THE CHARTMAKERS, INC. PLaza 8
480 Lexington Ave., N.Y.C. • 0450

**WHAT MAGAZINE DOES THE BIGGEST NATIONAL
RURAL SELLING JOB?**
Farm Journal
OVERWHELMINGLY AMERICA'S LARGEST RURAL MAGAZINE... 2,600,000

Cities whose industrial plants could most quickly be converted to all-out war production began to see an influx of new workers, so that machines could operate day and night, seven days a week.

All unemployed who were physically capable were absorbed and the industrial population in some communities has doubled and trebled since December 7.

Cities have sprung up where farming formerly was the principal occupation.

Many cities where plants could not be converted overnight, have since completed the turnover and all employees are now back at work, augmented by new workers who have come from other parts of the country. Only a small percentage of these new workers are itinerant or floating. A vast majority have moved their entire families to the new communities and are already a definite part of the political and social life in their new found home cities.

As proof, thousands of them have already purchased homes in the cities or in the areas where they are now employed.

Thousands of women previously employed in peace-time industries and business have shifted over to war production work. And additional thousands never before employed have enlisted as production soldiers for the duration.

Markets have always been people. To maintain your position on a national basis, you must follow people to their present homes with your advertising.

You must also take into considera-

tion the constant re-adjustments in living habits of the people employed on war effort.

They no longer work from eight to four, with evenings free for recreation and entertainment. Three shifts a day has not made permanent the hours of work of these people. They are working on rotating shifts. Persons working from eight to four this week, may be working from four to 12 next week and from 12 to eight the following week.

They are constantly changing their hours of rest and must go without entertainment if it is not available at hours convenient to them.

Already some motion picture houses are taking this change of habits into account. Some are now opening at two in the morning to provide entertainment for those whose shifts end around midnight.

Transfer of Plants

Other forms of entertainment may find it necessary to do likewise if they wish to make the most of their potentials.

The hours of meal time, rest and other pursuits in the homes of war workers see constant adjustment to the needs of the wage earner head of the family.

While shortage of materials or conversion of plants have restricted the sales and advertising efforts of many large companies, there is still a vast number that so far have had no curtailment, but on the other hand have had their opportunities multiplied, provided they adjust their thinking to meet these new conditions.

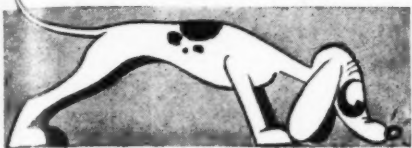
If I may venture the prediction, I believe that one of the first effects of post-war adjustment will be the transfer of plants of many old line companies to points now concentrating on war production. It will be considerably less expensive for them to move where labor is, than for labor to move to them.

I also predict that you will see an industrial expansion in the Midwest, following the re-adjustment, that will be beyond your present comprehension. This will be accomplished without disturbing the agricultural position of the Midwest. Scientific discoveries used in the war will be utilized by farmers to produce more per acre with less effort.

If I were the head of a media department I would try to keep abreast of all that is happening today and would also look ahead with the idea of preparing to help the clients of my agency make the quickest and most profitable adjustment when the war ends.

SALES MANAGEMENT

T i p s



Booklets reviewed below are free unless otherwise specified, and available either through this office or direct from the publishers. In addressing this office please use a separate letterhead for each booklet requested, to facilitate handling. The address is SALES MANAGEMENT, Reader's Service Bureau, 386 Fourth Avenue, New York, N. Y.

The Tale of Two Cities. This story of Tulsa and Oklahoma City is a fascinating presentation whether judged from the standpoint of the wealth of market material contained therein, or format, which is quaintly flavored with suggestions of the parent book. Introduced by a chronological record of the swift rise of these two cities from virgin prairie to populous centers of commerce, the market pictures unfold, side by side, in tables of statistics—on population, population changes as indicated by war rationing books, industries, manufacturing and wholesaling, retail sales, income, banking, etc. These facts are supplemented by newspaper advertising and circulation figures for both cities. Write J. Robert York, *Tulsa Daily World* and *The Tulsa Tribune*, Tulsa, Okla.

F.O.B. Detroit. Subtitle of this brochure is "A Report to the Nation by Detroit Leaders of Industry." It is a transcript, intended as a permanent record, of talks on Detroit's achievements on the production front, delivered by industrial headlines who appeared on "F.O.B. Detroit," radio program originated by Station WJR and broadcast every Saturday over 96 CBS stations. Write to Leo Fitzpatrick, Station WJR, Detroit, Mich.

1942 Edition of The Blue Book. The fourth annual volume of case histories of newspaper advertising successes shows that many national advertisers were anticipating wartime advertising problems in 1941. Sixty-six newspaper campaigns, in 18 major classifications, are reproduced with the descriptive text, which gives the advertiser's problem, the method employed to solve it, results obtained, the client or advertising agency's comment, and the name of the agency that prepared the campaign. A cross-index "How and Why to Use Newspapers," tabulates 28 uses of newspaper space based on the 66 cases studied. Address George Benneyan, American Newspaper Publishers Association, 370 Lexington Ave., New York, N. Y.

Bakelite Laminating Plastics. A 24-page booklet that explains what laminated plastics are and describes their various types. Text and photographs take the reader through the manufacturing processes of laminated materials and shows their uses in the electrical, automotive, aircraft and chemical industries. For copies write Don Masson, Bakelite Corp., 30 E. 42 St., New York, N. Y.

No. 5 in the "Little Packaging Library" shows how packaging economies are possible without reducing packaging effective-

ness. Write P. C. Meelfield, Hinde & Dauch Paper Co., Sandusky, Ohio.

The 1942 Kansas Radio Audience. The sixth annual Summers-Whan study of radio listeners in Kansas places the state's consumers in the proper perspective for a quick and accurate appraisal by marketers. While each succeeding study has brought up to date basic information on program material and station preferences, it has also brought to light new information. In the current study marketing executives will find new data on the popularity of individual programs at particular hours of the day and night, as well as on the condition of Kansas automobile tires and improvements planned for Kansas farms. The several sections of the survey are conveniently tabbed for ready reference to the methods used in the survey, listener classifications, economic facts about listeners, station preferences, listening habits and hours, and program preferences. In addition to the brief text and tables in each phase of the study, color bar charts and maps sum up the findings in a "quickie" presentation. The information, obtained by personal interview from 7,015 Kansas homes, represents all sections and counties of the state in direct proportion to population, and its significance is indicated according to economic, educational and age levels. For copies write to Ben Ludy, Station WIBW, Topeka, Kansas.

Meet the People. Station WLS has reprinted a series of business paper advertisements as an album, just the size for filing, of the personalities whose programs and program supervision influence listening habits on thousands of farms and in hundreds of cities and towns throughout the Middle West. These pictures and their descriptive text impress the reader with the strength of WLS's bid for listener loyalty and tangible advertising results. Write for copies to Don E. Kelley, Station WLS, Chicago, Ill.

Successful Farming's Farm-O-Gram. A graphic interpretation of the gains which are making 1942 the peak income year in farm history. The style of presentation aims primarily at reducing wordage to the minimum, spotlighting significant facts with white space, putting the story across quickly—with a bang. A question, the answer, an explanatory chart—this device repeated ten times translates the farm income story into terms of current opportunities for marketers. The center spread shows the distribution of farmers' gains for the first half of this year according to sections of the country, and a picture chart compares the farmer's position as a potential buyer in today's and tomorrow's markets with that of other consumer groups now enjoying higher incomes. For copies of the Farm-O-Gram write C. A. Baumgart, *Successful Farming*, Des Moines, Iowa.

Air Express Shipping Estimator. Here is a colorful, novel, extremely practical

device for computing distance, flying time and approximate costs involved in shipping by Air Express. It consists of a red, white and blue envelope, open at both ends, and a cardboard slide on which has been printed various weights and mileage scales. On one side of the former is a map showing airline routes between principal airport cities in the United States, to which the user is instructed to apply the proper scale, according to the direction of the flight, to determine air miles and flying time. On the reverse is a set of simple rules for using the estimator. Two windows die-cut in the envelope give the desired information at a glance when the slide is manipulated to place "weight in pounds" in relation to "distance in air miles." The estimator can be had on request from K. N. Merritt, Railway Express Agency, 230 Park Ave., New York, N. Y.



**GEM
OF THE
GULF COAST**

10 MINUTES FROM BILOXI

Championship sporting golf course. Most delicious meals of the Gulf Coast. Fishing, boating, hotel dock. Luxurious unique surroundings. American or European. Ideal winter and summer resort. Write. Gulf Hills Hotel, Ocean Springs, Miss.

**THE GULF HILLS
Bungalow Hotels**

Chicago's distinctive hotel... moderate rates... central location... quiet rooms... bring the kiddies — no extra charge

OTTO K. EITEL
Mng. Director



**CHICAGO
BISMARCK
HOTEL**

RANDOLPH
AT LA SALLE

**WHAT MAGAZINE HAS TOP CIRCULATION IN
THE FARM AND RURAL FIELD?**

Farm Journal

OVERWHELMINGLY AMERICA'S LARGEST RURAL MAGAZINE... 2,600,000

OCTOBER 10, 1942

[93]

Fizz Quiz Makes Sales Whiz!

So everything is Hooper-dooer with Alka-Seltzer and the BLUE





Prof. Kelly: Kids, meet Statistic, who wants to ask you some questions.

Quiz Kids: Ixnay. That's not in our contract. Fifty-two Sundays a year, over 66 Blue Network Stations, we answer everything from the Sphinx's riddle to a sponsor's prayer. Today, *we* do the asking!

Dick: And I'll start. Statistic, who's your old man?

Statistic: My paternal parent is Dr. C. E. Hooper—than which no Statistic could have a better.

Jack: You mean the man with all the swell phone numbers?

Statistic: Accurately speaking, my young savant, Dr. Hooper's telephone numbers are *typical* rather than swell. They're the numbers of regular, cross-section Americans—the millions who spend the billions. In the present case, Dr. Hooper's staff in 32 cities called 3,276 families who, in the preceding 11-month period, had already been contacted once—during the half-hour that Quiz Kids were on the air.

Margaret: And did we slay 'em!

Statistic: Yes, my modest miss, you did. Exactly 835 verified the fact that they listen to Quiz Kids. Only 476

verified that they don't listen to the program. That's 75% more *verified* listeners than *verified* non-listeners. (The balance, having stated on one call that they listened but on the other call that they did not listen, are unverified.)

Gerard: Here goes our neck out. What about the sordid, commercial side. I mean, how's the gate? Do our tuner-inners go for Alka-Seltzer?

Statistic: Do they! 21.1% of the listeners use Alka-Seltzer, as compared with 12.2% of the non-listeners.

Richard: So what's the final answer?

Statistic: Easy as rolling off a logarithm. Listeners to you and the BLUE use Alka-Seltzer 73% more than non-listeners. And that's a Hooper-doooper of a record!

* * *

P. S.: The BLUE is signing this advertisement. But we're not trying to hog the credit. The headwork was done by Alka-Seltzer and the Wade Advertising Agency. But don't forget, *part* of that headwork was the selection of the thrifty, efficient BLUE... the network that delivers your message in *more homes per dollar* than any other medium. Call in our representative and let him prove that fact in Blue and White.

Blue Network Company, A Radio Corporation of America Service

The Blue Network



Comment

BY RAY BILL

BUSINESS IN GOVERNMENT. We fought the last war with business men filling most of the managerial jobs. At that time, everyone felt respect for the ability of business executives. Today, the situation is confused. Business men have been given important war posts in Government without being given commensurate authority.

In this war, business men have been prohibited from sticking to their last—because it was thought by some they could not be trusted to concern themselves with the fields in which they had the greatest experience. Imagine what would happen if, in a similar manner, farmers were told they could not be trusted to farm, or laboring men were told they could not be trusted to stick to their specialized trades. The parallel is not really so far fetched.

Next, consider lobbyists and pressure groups. Obviously well-heeled along such lines stand the farmers, Labor, veterans and consumers . . . with business way down the line. Call this subordination of business and management ability what you will. Call it democracy at work if you choose. But ask yourself if this situation augurs well for successful prosecution of the war.

We say NO. *Modern war demands a maximum of the managerial ability in which business excels. But business has failed to apply the ordinary principles of business salesmanship in the field of Government.* We find Senator Clyde Herring of Iowa in accord with this viewpoint. Having lived closely and realistically with Labor, and having been a farmer, rancher, retailer and business executive, he possesses a varied background, rare indeed in Congress at this critical time. We quote from "Unity" Herring as we feel he is destined to go down in history:

"In this critical war period we do not now have the time to resolve pressure groups into ultimate compromises of a reasonable nature. We can tolerate neither victories nor defeats for any class or group. We must proceed as all-out Americans and not as all-outers for any specialized interest. No other policy is fair either to the nation or the men in service who are daily giving their individual all for the survival of us all.

"To meet the crises of war, there must be less selfishness—and more giving all around.

"If you hesitate to believe this, ask the laboring man, the farmer and the business man whose sons or brothers are now at the fighting front. You'll find a great community of interest among such men—as well as among their loved ones in the armed services.

"Millions more of our fellow Americans are going into uniforms and to the battlefronts. Virtually every home in this land will contribute some of its man power—and sooner or later may supply fodder for the terrible engines of war.

"Then, without question, the unity for which there is such great need will no longer be denied. Then, to be sure, will the proponents of any and all selfish factions take a back seat.

"But why should we wait? We must without delay do justice to our fellow countrymen at home and to the millions of our fellow men in uniform—these former laboring men, farmers, housewives, and business men who now fight so valiantly side by side.

"Above all . . . doing justice—means acting in a spirit of unity which submerges selfishness.

"We need enlightened unity to solve the major problems of the war, especially those requiring sacrifices from our people. Such unity will help mightily too in assuring a return to the American way of life with its freedoms and its progressive living standards which may have to be sidetracked or temporarily suppressed to win the war.

"In this whole war situation, managerial ability is probably the greatest bottleneck threat of all—and that is where business executives excel. And now that business men are coming into the field of Government on a large scale, they should also look to the future and should apply the principles of good salesmanship to the relations between business and Government.

"Every business man should devote part of his time to the specific task of learning more about Government and its relations not only with business but with the other important factors that go to make up the national economy. More business men should go into Government, yes, into the Congress. Most of our members come from other walks of life for which they do a sales job in the sense of presenting the case of their constituents with force and effect.

"Then, too, business men should do a much better job of selling the real facts and the true story about business to the American public. To date they have been too much on the defensive and not talking enough from the viewpoint of their customers—the public. Also, business executives should allot a definite part of their time to conferring with their representatives in Congress and in state capitals. For the most part they show up in Washington when trouble is at hand. If they contacted and cultivated their Washington representatives like they do their business prospects, many problems would be averted and many others solved quicker, and more soundly. To those who complain about too much government in business, I believe it is entirely constructive and definitely in the interest of all-around unity to suggest that it is up to business men to see that there is more business in Government."

These words gain added significance coming as they do from a man who, for example, had the forthright courage to 1. Stop the foreclosure of farm mortgages in the crisis of the early "thirties" by the proclamation he made as Governor of Iowa and, 2. To close and reorganize the banks of Iowa in the depression of 1932-3 so successfully as to set the general national pattern followed by President Roosevelt in March of 1933.

Senator Herring's application of business principles and business salesmanship helped elect him twice to the governorship as well as to the senatorship of a state which is normally strongly Republican, while he is a Democrat. The nation as a whole can learn much from the record of this business man who went into Government. Meanwhile as he so clearly points out, business needs for itself more of the salesmanship of which it is capable . . . and the country needs more business in Government to balance the trend of more government in business, and to foster the all-around unity of which Senator Herring is such a distinguished advocate.